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Tangible Materials in a Service Co-Design Workshop with Asylum Seekers

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Abstract

The side effects of war and turmoil in Syria, Iraq, the Middle East and North Africa have recently reached Europe and Finland. Many kinds of actions have been taken on various societal levels to process the case of each asylum seeker with dignity. Accommodating thousands of people in reception centres throughout Finland has not been a simple task. The practice of service design has a promising theoretical basis for making sustainable and impactful interventions to solve the complex problems generated by the crisis. A human-centred and holistic approach enables it to address the dynamic, interlinked networks of value co-creation. By including stakeholder representatives in design activities, such as workshops, service designers can better understand the context they are designing for and the people they are designing with. It has been argued that using tangible materials in those workshops helps sharing of knowledge, engages everyone to participate, and mitigates communication problems.

This thesis aims at testing the assumptions about tangibility in a challenging context, a service co-design workshop with students and asylum seekers. The thesis begins with a literature review, describing the theoretical roots of service design, discussing aspects of stakeholder inclusion, and presenting tangible service design methods. Based on the literature review, the thesis asks, how tangible materials contribute to the work of a cross-cultural service co-design team with inherent power imbalance. The research question is considered from three perspectives, democracy & inclusion, communication & shared understanding, and perceived quality of the result.

The second main part of the thesis, the explorative case study, seeks to answer the research question by investigating a service co-design workshop, *Fjord X Fablab Makeshop: Asylum Seekers in Finland*. The workshop was arranged by the author together with design consultancy Fjord, Aalto Media Factory, and a local asylum seeker reception centre, operated by Finnish Red Cross. Observations and interviews provide some evidence for the positive contribution of tangible materials to communication within the team and perceived quality of their work, whereas findings related to inclusiveness remain limited. Other factors, such as facilitation, work environment, and personal qualities of the participants, have at least as big influence on the work of such team as the use of tangible materials. The results of the case study for the most part align with the existing literature. Based on the experience, the thesis gives a set of recommendations for practitioners who wish to employ tangible materials to service co-design workshops with marginalised people groups.

Keywords: service design, tangible materials, workshops, asylum seekers, co-design

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Tiivistelmä

Sodat ja levottomuudet Lähi-idässä ja Pohjois-Afrikassa ovat näkyneet viime aikoina myös Euroopassa ja Suomessa. Saapuvien turvapaikanhakijoiden ihmisarvoinen käsittely ja majoittaminen vastaanottokeskuksiin ympäri Suomea ei ole ollut helppo tehtävä. Palvelumuotoilulla on lupaava teoreettinen perusta kestävien ja vaikuttavien toimenpiteiden toteuttamiseksi ja kriisistä aiheutuvien kompleksisten ongelmien ratkaisemiseksi. Käyttäjäkeskeisen ja holistisen otteen ansiosta palvelumuotoilijat kykenevät hahmottamaan dynaamisia verkostoja joissa eri toimijat liittyvät toisiinsa luoden arvoa yhteistyössä. Osallistamalla sidosryhmien edustajia esimerkiksi työpajoissa palvelumuotoilijat voivat paremmin ymmärtää muotoilun kontekstia ja ihmisiä, joiden kanssa palvelua kehitetään. Väitetään, että konkreettisiin materiaaleihin liittyvät menetelmät, joissa osallistujat käyttävät monipuolisesti käsiään ja kehoaan pelkän kynän ja paperin sijaan, helpottavat tiedon yhteisluontia, jokaisen osallistumista työhön, sekä vähentävät kommunikaatio-ongelmia.

Tämän diplomityön tarkoituksena on kokeilla konkreettisia materiaaleja haastavassa kontekstissa: palvelumuotoilun työpajassa opiskelijoiden ja turvapaikanhakijoiden kanssa. Diplomityö alkaa kirjallisuuskatsauksella, joka käy läpi palvelumuotoilun teoreettisen taustan, käsittelee sidosryhmien osallistamista ja esittelee konkreettisiin materiaaleihin liittyviä menetelmiä palvelumuotoilussa. Katsauksen perusteella kysytään, miten konkreettiset materiaalit tukevat sellaisen monikulttuurisen palvelumuotoilutiimin työtä, jonka jäsenet eivät ole keskenään yhdenvertaisessa asemassa. Tutkimuskysymystä tarkastellaan kolmesta näkökulmasta: demokratia ja osallistaminen, kommunikaatio ja jaettu ymmärrys, sekä koettu lopputuloksen laatu.

Työn toisen pääosan muodostava tapaustutkimus käsittelee palvelumuotoilun työpajaa, *Fjord X Fablab Makeshop: Asylum Seekers in Finland*. Kirjoittaja järjesti työpajan yhteistyössä muotoilutoimisto Fjordin, Aalto Media Factoryn ja paikallisen, Suomen Punaisen Ristin ylläpitämän vastaanottokeskuksen kanssa. Havainnot ja haastattelut antavat tukea väitteille konkreettisten materiaalien positiivisesta vaikutuksesta tiimin kommunikaatioon ja koettuun lopputuloksen laatuun, mutta osallistamiseen liittyvät löydöt ovat heikompia. Muut tekijät, kuten fasilitointi, työskentelyympäristö sekä henkilötason ominaisuudet vaikuttivat vähintään yhtä paljon tiimien työskentelyyn kuin konkreettisten materiaalien käyttö. Tulokset ovat pääosin linjassa kirjallisuuden kanssa. Lopuksi esitetään joukko suosituksia palvelumuotoilusta kiinnostuneille. Kohdeyleisönä ovat erityisesti palvelumuotoilijat, jotka suunnittelevat vastaavien menetelmien käyttöä työpajoissa turvapaikanhakijoiden tai muiden heikommassa sosiaalisessa asemassa olevien henkilöiden kanssa.

Avainsanat: palvelumuotoilu, menetelmät, työpajat, turvapaikanhakijat

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List of abbreviations

- (i1), (i2), ..., (in) interviews (i: interview, *n*: ordinal number)
- (v) reference to video material (not specified further)
- A1, A2, A3, A4 asylum seekers in teams 1, 2, 3, and 4
- AG Anssi Grekula, the interviewer
- AR augmented reality
- B1, C2, D3... participants in teams 1, 2, 3, and 4
- CCD customer-centred design
- Com communication & shared understanding (category)
- CPM collaborative physical modelling
- Dem democracy & inclusion (category)
- F1, F2, F3 Fjord employees in teams 1, 2, and 3
- FRC Finnish Red Cross
- G-D logic goods-dominant logic
- HCD human-centred design
- HCI human–computer interaction
- ICT information and communication technologies
- IHIP intangibility, heterogeneity, inseparability, and perishability
- ISO International Organization for Standardization
- IxD interaction design
- LSP Lego Serious Play
- Mat using tangible materials (category)
- MDF medium-density fibre
- MEE Ministry of Economic Affairs and Employment (Finland)
- Migri Finnish Immigration Service
- PJM physical journey mapping
- PJM physical journey mapping
- Res perceived result quality (category)
- S-D logic service-dominant logic
- UCD user-centred design
- UI user interface
- UJM/CJM user/customer journey mapping
- UX user experience

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Service design articulates how I see the ideal world – a network of thoughtful, empathetic acts of service for others. 'Service' stands for serving and caring: humble touchpoints of sacrificial love. As for 'design', it means listening closely to the people the design affects and designing for them, for their world; essentially, empathetic creativity. Service design, thus, means the Golden rule: do unto others what you'd like them do to you, were you on their position. As I have become an object of the ultimate Service, by the great Designer, there's nothing else left than a thankful awe and, from this thankfulness, a liberated pursuit to distribute echoes of that creatively loving act of service to the world around me. I hope my work on this thesis has served that purpose for at least a tiny bit.

Helsinki, October 10th


Anssi Grekula

1. Introduction

Year 2015 saw an exceptionally high amount of asylum seekers in northern Europe. Only in Finland, about 30,000 asylum seekers, mostly from the Middle East and North Africa were registered and distributed to 200 reception centres around the country (Migri 2016a; 2016b; 2016d; Rautio & Juutilainen 2016). The exceptional situation has sparked off a heated, Europe-wide public and political debate (Laakso 2015; Mäntymaa 2016; Wallius 2015), while government officials and volunteer organisations are managing the practical, everyday reception, integration, and social work (Holopainen 2015; FRC 2016a). In addition to the conventional actions, the urgency of the need has created demand for new, innovative solutions, and some¹ have already surfaced. Service design has the potential to support all kinds of endeavours to alleviate these problems. The aim of this thesis is to investigate one approach by which service design could respond to this demand.

Service designers use collaborative methods with users and other stakeholders (Kronqvist et al. 2013; Mäkinen & Helminen 2014; Blomkvist, Åberg, et al. 2012; Blomkvist, Holmlid, et al. 2012). Including more stakeholders as active participants in the design process is reported to have many benefits to the project, the users, and the organisation (Steen et al. 2011). However, the benefits of co-design do not come without challenges. There are many barriers against creating shared knowledge between participants with different backgrounds (Kleinsmann & Valkenburg 2008), and even though diversity is encouraged (ISO 2010), it makes the beginning of a project even more difficult. Moreover, if the co-design workshops are ran with marginalised people groups, even more challenges are to be expected (Sustar 2011; Fisher, Yefimova & Yafi 2016; Talhouk et al. 2016).

Another integral characteristic of service design is the emphasis on visualisations and tangible representations, which have the potential to address the concerns raised above. One novel reinterpretation of that approach is Fjord Makeshop, which promotes heavy involvement in hands-on making. The idea behind this proprietary approach of the design consultancy Fjord is to facilitate sessions and spaces that empower everyone to participate in the creative work hands-on. A ‘build-to-think’ (instead of ‘think, then build’) mentality is encouraged, to allow for less structured and more creative endeavours. Furthermore, the intent is to encourage everyone to participate by using familiar physical materials and tools such as modelling clay and toy figures. Fjord expects that Makeshop methodology, will accrue at least two kinds of benefits compared to the traditional approach: more efficient collaboration and better inclusion of the silent ones. (Trom 2015; Jones 2016; Kalantari 2016; Sayuda 2016.)²

¹ Examples of such experimental endeavours include Startup Refugees, a network connecting reception centre inhabitants with local start-up companies, and Lahjoitukset.fi, a website that helps locals and reception centres coordinate donations of clothes and equipment to the centres.

² Examples of Fjord Makeshop can be found online at Fjord’s website:

- <https://www.fjordnet.com/conversations/fjord-makeshop-owls-creating-community-in-a-global-workplace/>
- <https://www.fjordnet.com/conversations/fjord-makeshop-explorations-in-wearable-design/>

This thesis examines the value of the Makeshop approach to service co-design in the context of a 5-day workshop where cross-cultural teams (including asylum seekers, students, and professional designers) were provided with tangible tools and materials to ideate and prototype new services that would improve the daily lives of asylum seekers in Finnish reception centres. The workshop was organised and facilitated by the author together with Fjord, Aalto Fablab, and a Finnish Red Cross asylum seeker reception centre in May 2016.

The thesis begins by a literature review, explaining the history of service design through service marketing and design theories. The following section discusses stakeholder inclusion in service design. Third part of the literature review describes the current understanding of the benefits of tangibility and physical representations in general in service design. Chapter 3 covers the case study of the 5-day service co-design workshop, beginning from the research question, stakeholders, preparation, and methodology. The results of the study are presented in detail and concluded to answer the research question. The last chapter of this thesis, chapter 4, discusses the findings of the case study in the light of the reviewed literature. Finally, this thesis gives a set of recommendations for incorporating tangible materials in similar contexts, acknowledges the limitations of the study, and suggests further research opportunities.

-
- <https://firstlight.fjordnet.com/fjord-makeshop-in-nairobi-december-2015/>
 - <https://firstlight.fjordnet.com/bringing-internet-to-idjwi/>
 - <https://www.fjordnet.com/workdetail/exploring-location-based-services/>

2. Tangibility and participation in service design

This chapter provides the theoretical framework for understanding the context and concepts used throughout the thesis. It begins by presenting service design and its unique, holistic area of interest: designing a coherent sequence of touchpoints that as a whole, together with the service customer's or user's actions create value by constituting an effective, efficient and satisfying service experience.

After discussing service design, the literature review moves on to discuss design work in teams and workshops through the concepts of co-design, participation, inclusion, and communication. Also design for and with less privileged people groups and related challenges are discussed. Finally, this chapter moves on to physical representations and their potential to tackle the aforementioned problematic issues in service design.

2.1 Service design

This section discusses the notion of service design by looking at the historical roots of the practice from two angles. First, the word 'service' is emphasized, looking at service marketing and related disciplines, where academics started to make the distinction between services and mere goods or products. Second, the lens of this work zooms into the word 'design', its different interpretations, and finding service design's unique position within the multitudinous design field. The two streams are then combined into a working definition of service design used in this thesis. The last section takes a practical viewpoint by presenting popular service design methods.

2.1.1 *The 'service' in service design*

Academics and marketers have struggled with defining the notion of 'service' since the 1960s, when they noted the substantial economic value of services exceeding that of other sectors (Kimbell 2011a). The distinction between services and goods was established, and the most prevalent elaboration of the discussion – the IHIP model – was presented by Parasuraman, Zeithaml, and Berry (1985). The letters of IHIP stand for four characteristics that since then have been typically used to describe services as distinct from goods:

1. *Intangibility*: they are immaterial and cannot be perceived,
 2. *Heterogeneity*: they are different each time they are delivered,
 3. *Inseparability*: they are produced and consumed simultaneously,
 4. *Perishability*: they cannot be stored or produced beforehand.
- (Segelström 2013, 18–19)

However, as Kimbell (ibid.) presents, the IHIP approach has faced criticism because the characteristics have been found both non-extensive and non-exclusive: there are both services not meeting the criteria and goods meeting them³. Consequently, Vargo

³ For example, a cloud-based music streaming service, such as *Spotify*, in a way lacks the inseparability characteristic, as it is produced spatially and temporally separately from the consumption: someone, somewhere has programmed the software to play music on demand anywhere, anytime. On the other hand, technically the feature of playing music is constantly being

& Lusch (2004) have proposed a new approach, called service-dominant (S-D) logic, where the distinction is rendered irrelevant and everything is essentially seen as service (Kimbell 2011a). The old view is referred to as goods-dominant (G-D) logic.

In the S-D logic view, goods are no longer the fundamental unit of exchange. Instead, they are viewed as vehicles to distribute service provision. The fundamental *basis* of exchange is *service* (in singular) – the application of specialised skills and knowledge (Vargo & Lusch 2008), such as ‘sharpening one side of sticks’, as Vargo & Lusch (2004) exemplify. As the division of labour has proceeded in goods manufacturing, the accurate picture of reality is no longer a company manufacturing sharp sticks, that hold intrinsic value, delivered to passive customers in exchange for money. Rather, S-D logic suggests that what’s actually being exchanged – service – is ‘masked’ in networks of networks (Vargo & Lusch 2008), and what the company can offer for its customers are only value *propositions*. A washing machine is just a piece of encapsulated knowledge, an ‘appliance’ for the performance of laundry service. The customer uniquely determines the value of that service and – with the company that has sold her the washing machine – co-creates⁴ the value in the process of using the washing machine to her purposes. (Vargo & Lusch 2004; Vargo & Lusch 2008.)

Kimbell (2011a) reminds that S-D logic is not the only trajectory the discussion has taken since IHIP. She mentions, for example Lovelock & Gummesson’s (2004) perspective, where a division is made between market exchanges which include a transfer of ownership and exchanges which do not. This perspective can be seen in the background of various ‘as-a-service’ acronyms, such as ‘software as a service’ (SaaS), or ‘mobility as a service’ (MaaS), where, instead of transferring the ownership of a software product or an automobile to the customer, an access is provided, for example to use the software or public transport for a monthly subscription fee.

Fabian Segelström investigated 21 service designers in 15 companies and seven countries for his licenciate thesis (Segelström 2010). He found out that in their work, service designers tend to align with the IHIP perspective, seeing services as ‘not-goods’, but have not (yet, as of 2010) embraced the S-D logic view of service as the basis of exchange. Also Hofemann et al. (2014) found it challenging, but not impossible, to apply the value-in-use approach of S-D logic to service design in the case of digital services. Some scholars (for example, Kimbell 2011b; Evenson & Dubberly 2010) resolve this ambiguity by distinguishing between *design for service*

served over the internet, by computers that are called *servers*. One could argue, that those servers produce the service simultaneously with the consumption. Either way, the development of the information and communication technologies challenges the definition of service by IHIP.

⁴ An important note to take is that the term co-creation carries different meanings in the language of S-D logic and the language of service design practitioners. In S-D logic, as described above, co-creation refers to value co-creation, which happens as a joint effort between parties, for example a customer and an employee. By contrast, service designers tend to talk about co-creation when it comes to creative sessions where designers, users, and possibly other stakeholders come together to create ideas and concepts – something which in S-D logic terms is called co-design. Furthermore, S-D logic sees co-design as a part of co-production of the service system, providing the base on which the co-creation of value can happen. (Segelström 2012; Blomkvist 2011, 18.)

and service design (Hofemann et al. 2014). As presented in table 2.1, Kimbell (2011b) asserts that design for service is an S-D logic-driven subcategory of mere service design.

Table 2.1: Four ways to conceptualise service design. Kimbell basically separates two ways of thinking about service: either the distinctions between goods and services are maintained or they are not. In this version, the column titles are simplified to G-D logic and S-D logic. The y-axis considers two prevalent ways to think about design either as problem-solving or exploratory enquiry. Adapted from (Kimbell 2011b).

		<i>Ways of thinking about service</i>	
		G-D logic	S-D logic
<i>Ways of thinking about design</i>	Problem-solving	Engineering	Service engineering
	Enquiry	Non-engineering design disciplines	Designing for service

Thus, the activities currently sold and practiced under the label of service design contain various definitions of ‘service’ that may even conflict with each other. Some of the conceptions, such as the IHIP, is also seen as outdated in service marketing discourse. As Segelström (2013, 26) notes, Kimbell sees S-D logic as preferable base for service design than IHIP. The next section considers the y-axis of Kimbell’s (2011b) matrix: the ‘design’ in service design.

2.1.2 *The ‘design’ in service design*

The notion of design in service design can, according to Kimbell (2011b) be understood in two distinct ways. The first way is that of problem-solving. It stems from engineering and management, where systematic procedures are followed to create specifications for pre-conceived products or services. The second way is to consider design as an exploratory enquiry, where the understanding of what is being designed is constructed as the activity unfolds, with stakeholders and users participating in the process. (Ibid.) These two approaches were presented in table 2.1. Morelli (2009) makes a similar distinction by talking about two development directions for service design: management and engineering science, and influence of interaction design. This thesis focuses on the bottom row of table 2.1: the notion of design as enquiry. As Kimbell’s (2011b) literature review offers limited elaboration on the history of the notion of ‘design as enquiry’, the following description is informed by Segelström’s (2013) presentation.

There has been, in a sense, design and designers throughout human history, since the pyramids of Egypt (Segelström 2013, 9). However, the division between, in Kimbell’s terms, ‘problem-solving’ and ‘enquiry’ can be seen between Donald Schön and Herbert Simon during 1960s – 1980s. As Segelström describes, Schön (1983) criticised Simon’s (1981) position on design as problem solving, focusing on what ought to be instead of what is. Instead, as Schön argued, designers deal with

complex problems by reflectively externalising their thinking, for instance, by sketching. This view, according to Segelström, ‘has in many ways remained unchallenged’. (Segelström 2013, 10.) The latest related discussions that consider the way design is done refers to ‘design thinking’ (for example, Brown 2008; Martin 2009), where the key message is applying ‘designer’s ways of working’ to corporations’ innovation efforts (Segelström 2013, 13).

The introduction of many information and communication technology (ICT) products to consumer markets from 1970s on was a catalyst for design to be applied to user interfaces (UI). The practices of human-computer interaction (HCI)⁵ and participatory design emerged, both placed under the new umbrella term, user-centred⁶ design (UCD). (Ibid., 11–12.)

Probably the latest considerable change in the UCD thread of design theory occurred around the turn of millennium. Most influentially described by Sanders (Sanders 2006; Sanders & Stappers 2008), the shift was seen as one from considering users as reactive sources of information (as mostly in UCD) to actively including them into the co-creative⁷ process (as in participatory design research). (Segelström 2013, 12) Interestingly, Sanders (2006) sees service design ‘near the middle of the design research collage in order to draw upon tools and methods from all the zones, clusters and bubbles -- holding more to the expert mindset’. Arguably, within service design the shift from ‘designing for users’ to ‘designing with users’ is still in process.

Another umbrella term commonly used in today’s design discussions is human-centred design (HCD). Although less popular than UCD (Segelström 2013, 14), it carries interesting meanings. According to Segelström (ibid., 14–15), HCD and UCD are used often interchangeably, but many authors view HCD as more humane and inclusive, with an ethical backdrop, aiming at improving people’s lives.⁸ Customer-centred design (CCD) (Chandler & Hyatt 2003; Holtzblatt & Beyer 1993; Holtzblatt 2005) is yet another related concept. This thesis counts both UCD and CCD as subsets of HCD, since ‘users’ and ‘customers’ are in principle humans⁹. In the lines

⁵ According to Segelström (2013, 12), HCI is just one term to describe the design of technology interfaces, others and more recent trend labels being, for instance, usability, interaction design (IxD), and user experience (UX) design.

⁶ This thesis uses the British spelling of ‘centred’, even though some sources spell it the American way as ‘centered’. Only direct quotes from sources that use the American spelling are preserved. The same principle applies to other words where the British and American spelling differ.

⁷ ‘Co-creative’ here is not referring to co-creation of value, as in the language of S-D logic, but to participation in creating the design object together with the practitioner.

⁸ Incidentally, on the About page of their commercial website (IDEO 2016), the renowned design consultancy IDEO (led by Tim Brown) speaks about design thinking: A search for ‘design thinking’ resulted in seven occurrences, ‘human’ in four, ‘human-centered’ in two, and ‘human-centered design’ in zero. When it comes to the company’s not-for-profit spin-off organisation, IDEO.org, the focus is solely on HCD: Respective searches result in zero, thirteen, thirteen, and twelve occurrences (IDEO.org n.d.).

⁹ Although it is possible to imagine for example a robot or an organisation as a ‘user’ or ‘customer’ of a product or service, it is safe to assume that it clearly is not what was primarily in the minds of those who coined the terms UCD or CCD.

of Sanders' thoughts, HCD can be seen as the direction UCD and the mainstream of design is headed.

Human-centred design (HCD) is also standardised by ISO 9241-210 within the field of ergonomics of human-system interaction (ISO 2010). According to the standard, HCD enhances systems by 'focusing on the users, their needs and requirements, and by applying human factors/ergonomics, and usability knowledge and techniques' (ibid. 11). To put it short, when HCD is applied, the system is designed on human's terms, not vice versa. This means that humans, whether users of the system, agents of the service provider, or somehow related human beings in general, are put to the centre of the system that is being designed.

Service design can be placed within the scope of the ISO 9241-210, although the possibly misleading label 'computer-based interactive systems' is used throughout the standard's text. Services are not necessarily 'computer-based', but at the same time the increasing omnipresence of digital technology justifies widening the scope of appropriate use of the standard. Moreover, services most definitely can be seen as 'interactive systems', although rather people-based than computer-based.

When it comes to comparing service design with other design disciplines, the most meaningful position is the bottom-left corner of table 2.1, where service design presents itself as a distinct discipline, making design enquiries in the unique sphere of services. In this sense, related design disciplines, such as those presented above or, for example in a service design textbook by Stickdorn et al. (2011, 54–84) – product design, graphic design, and interaction design – make similar enquiries, each on their own separate, goods-focused area of interest.

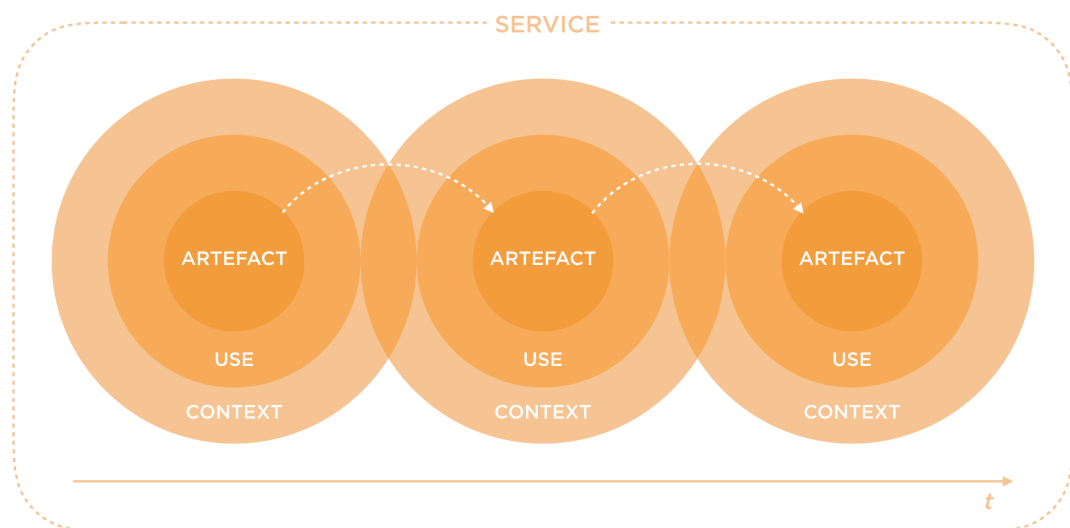


Figure 2.1: A service consists of a sequence of touchpoints or service moments. In the centre of a touchpoint there is always some kind of an artefact (which can also be a physical space, piece of software, or a single UI) – this is the level of UI design. IxD focuses on the use level: the interaction between a user and an artefact. This interaction always happens within a context, subject of UX design, constituting a service touchpoint. Service design's area of interest is the chronological series of touchpoints, which constitutes a service journey. Adapted from (Blomkvist 2016).

Blomkvist's extensive treatment of prototyping in service design (Blomkvist 2011; 2014; 2016) enables further elaboration on the relationships between service design and other design practices. He locates four different levels of prototyping, service level being the most holistic, ranging across individual touchpoints (Blomkvist 2016). Based on his analysis, the popular practices of UI design, IxD, and UX design can be assigned on their respective levels of artefact, use, and context, as shown in figure 2.1. Also the aforementioned product design and graphic design can be seen as artefact level practices. The IHIP-informed line between goods and services is located between the context and service levels.

On the other hand, if service design is understood as *design for service*, its relationship to neighbouring disciplines becomes somewhat different. As Blomkvist (2014, 43) writes, in G-D logic, the design material of service design is 'the processes that can be added to products, or processes without products', whereas a S-D logic is 'more inclusive and expands the understanding of service as a design material.' Kimbell (2011b) supplements this idea by stating that in S-D logic view what is being designed, is 'a platform for action with which diverse actors will engage over time'.

2.1.3 *Working definition of service design*

As presented above, the construct of service design includes notable theoretical shifts within the histories of both 'service' and 'design'. The notion of service has changed from services (in plural) as not-goods to service (in singular) as fundamental basis for exchange, in the sense of application of specialised skills and knowledge. The practice of design, on the other hand, is witnessing a shift from 'designing for users' into 'designing with users', and the rise of human-centred design.

This thesis uses Segelström's definition of service design:

'Service design is the use of a designerly way of working when improving or developing people-intensive service systems through the engagement of stakeholders (such as users and frontline staff).' (Segelström 2013, 27.)

The 'designerly way of working' is seen here as a reference to Schön's notion of externalisation of thinking, as well as to the principles of HCD, also adverted to through the 'engagement of stakeholders'. Moreover, as Segelström (ibid.) proceeds, the definition encompasses S-D logic, the practitioner's applied point of view, as well as the term 'stakeholder' as a common label for the related people. This definition places service design on the bottom right corner on Kimbell's (2011b) model (table 2.1).

2.1.4 *Methods of service design*

The reflective, externalising, 'designerly way of working' requires its methods, which is true for service design as for any kinds of design. Moreover, service design deals with wicked problems with an understanding of complex value co-creation systems – or services as intangible 'not-goods' (Segelström 2010). Either way, the designerly externalisation becomes increasingly necessary. This section presents the two most commonly mentioned service design methods: the service blueprint and the

customer journey (Blomkvist 2011, 20). Blomkvist (ibid.) uses these methods as examples of two popular service metaphors: the theatre and the journey¹⁰.

Service blueprinting (Shostack 1982; Bitner et al. 2008) is a technique which aims at visualising the system or process that produces a service in a customer-focused way. Shostack (1982) proposed a notation to describe the ‘potential state’ of a service as a certain kind of process diagram with circles, arrows, and rectangles, to name some of the components she used. Summarising two decades of discussions, Bitner et al. (2008) reintroduced the technique as ‘a useful approach for addressing many of the challenges in services design and innovation -- particularly amenable to customer experience design’. Service blueprinting allows for customer-focused visualising of ‘the service processes, points of customer contact, and the physical evidence associated with their services’ (ibid.).

Service blueprint, as presented by Bitner et al. (2008) includes five components: customer actions, onstage actions, backstage actions, support processes, and physical evidence. In service design language, the moments of direct interaction between the customer and a provider representative (human or machine) (Segelström 2010, 23). The blueprint itself is a flow chart that includes a row for each component and presents the sequential flow of action and the connections across components. For example, upon arrival at a hotel, the customer is greeted by a porter who takes her bags (onstage contact employee action, a touchpoint) into a suitable cart (physical evidence). The customer gives her bags to the porter (customer action), and proceeds to check in, telling that she has a reservation with her name (customer action). She is served by a receptionist who processes her registration (onstage contact employee action, a touchpoint) by using a registration system (support process). Meanwhile, the porter takes the customer’s bags to her room (backstage contact employee action). (Ibid.)

Customer journey¹¹ (Segelström 2010, 26; Stickdorn et al. 2011, 158–161), is another popular technique. It takes the customer’s point of view and illustrates her walk through the service, including stages before and after the interaction. Unlike a service blueprint, a customer journey visualisation does not consider all the required actions to deliver the service. Instead, it focuses on the steps the customer is required to take to experience the service (or to participate in the value co-creation), emphasising her emotions through the journey and the interactions between the customer and the service provider. (Segelström 2010, 26.) There is also some critique that has been directed towards customer journey maps. They have been argued to suffer from ‘missing content, overwhelming detail, and poor visual design’

¹⁰ Interestingly, both metaphors have something to do with the notion of narrative. The performance on a theatre stage as well as the journey through a service experience can be described in a story format. On the theatre’s part this observation is made by Kankainen et al. (2012).

¹¹ Customer journey is sometimes also referred to as user journey or experience journey (Segelström 2010, 26), but customer journey seems the most popular one, referring to customer relationship management literature (such as Christopher et al. 1991 in Nenonen et al. 2008). A user journey or experience journey is not necessarily mapped to phases of the relationship between the customer and the service provider. Another point to make is that since the journey is usually visualised as a journey map, the method is often called customer/user/experience journey mapping.

(McInnes et al. 2010). However, that critique is directed more to the unsuccessful implementation of the method rather than the technique itself, although perhaps journey maps are prone to such errors and service designers need to be careful to avoid the pitfalls identified by McInnes et al. (ibid.).

The methods presented above are distinctive to service design as a practice, but how does a service designer know what are the current steps required to walk through the service journey? The short answer is that she needs empathy. The long answer is that she has to, at least, talk with all the people that take part in the service process and try to understand their perspectives. Better still if she employs ways to involve and include the users, customers, or other actors in the actual design process. This is the focus of the following section.

2.2 Stakeholder inclusion in service design

Engaging stakeholders in the process is an essential characteristic of service design, as noted above. It is the key message of human-centred design (ISO 2010), which encompasses a plethora of related disciplines as well. The emergence of participatory design or co-design has introduced a shift from designing *for* users to designing *with* users (Sanders 2013). This shift is often labelled *stakeholder involvement*, but this thesis uses the term *stakeholder inclusion*¹² to further emphasise the importance of stakeholders as equal partners.

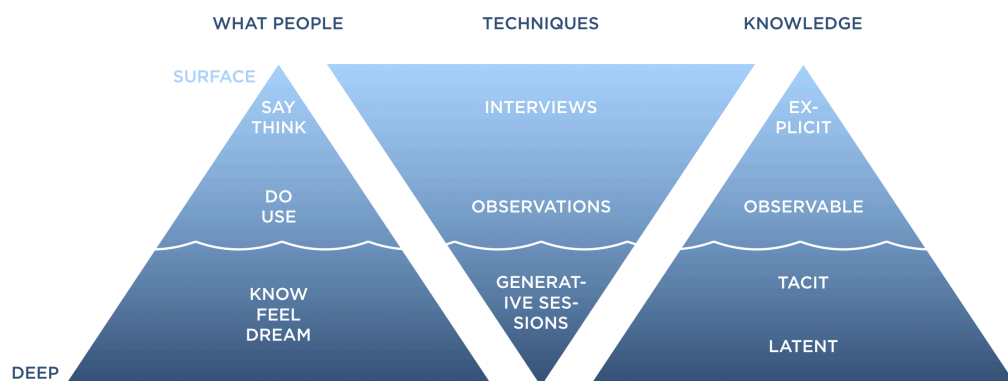


Figure 2.2: Levels of knowledge, related techniques to unearth that knowledge, and means to express that knowledge. The water metaphor is used to illustrate how generative sessions are able to dive into the deep waters of knowledge that are not observable from the surface. (Adapted: Sleeswijk Visser et al. 2005.)

The rationale behind stakeholder engagement, involvement, or inclusion is that the better designers understand the context of the service-to-be, the more relevant the (re)designed service will be once placed in that context. The people who live their everyday lives in that context have the most knowledge about it, albeit often tacit, latent, or otherwise difficult to put into words and utilise. Designers are needed to

¹² This is not the only paper the term *inclusion* is used in related literature. For example, *inclusive design* has recently been one of the key research themes of City University London (Sustar et al. 2008).

interpret and unearth the situational knowledge of the stakeholders, including their thoughts, motivations, and dreams. (Sleeswijk Visser et al. 2005.) The levels of knowledge and appropriate techniques to access them are illustrated on figure 2.2.

This section discusses stakeholder inclusion firstly by presenting the basic ideas of participatory design and co-design. Then the following sections focus on three interrelated areas of co-design literature that are relevant to the case study of this thesis: shared understanding, design work in cross-cultural teams, and co-design with marginal people groups.

2.2.1 *Co-design: designing with stakeholders*

Customer research has been a normal practice of marketers for a long time, but there has happened a major shift in the customer's or user's role in the equation. Since a few decades ago, and more and more during the recent years, several voices have been advocating an approach to include the users and other stakeholder representatives into the design process itself. The shift is described as one from designing *for* users to designing *with* users. (Sanders 2013.) This new approach is called *co-design*. User involvement is, according to many, most beneficial quite early on the design process, in the idea generation phase, but also at latter stages (Tuomela et al. 2014).

Sanders & Stappers (2008) note that even though the term co-design has only recently gained notable momentum in academic and practitioner circles, the same ideas, under the label *participatory design*, have been implemented already decades ago. The roots of co-design can be seen in Scandinavian industrial workplaces of 1970s, where the workers' experience was leveraged in systems development as they were invited to contribute, 'not simply as critics and evaluators of product and system concepts, but as co-designers' (Buur & Matthews 2008).¹³

Generative sessions are, according to Sleeswijk Visser et al. (2005), useful to access the tacit and latent needs of the users. This justifies the adoption of co-design workshops, where designers and stakeholders generate ideas and describe the current state of affairs together.

Co-design has been seen as a beneficial approach to service design. Steen et al. (2011) identified three types of benefits, based on a literature review and discussion of three service design projects. They see co-design as beneficial for the service design project itself, the service's customers or users, and the organisation(s) involved. Co-design improves the idea generation in the project and the whole organisation, by emphasising knowledge about the users. It also improves the result quality, reducing the risk of failure or mismatch between the service and user needs. Co-design results into more successful projects, for example by improving the speed

¹³ According to Segelström (2013, 11), the practice was originally called *cooperative design*, but the first American practitioners preferred the term *participatory* over *cooperative*. The reason for this renaming appears to be, bluntly, to make the practice sound less leftist, and thus more suitable for the Americans. The trending notion of *co-design*, noted by Sanders (2013), either stands for *collaborative design* (as in Fisher, Yefimova & Bishop 2016), or marks a return to the roots of the practice with a shortened version of the first part of the term.

and quality of decision making. Finally, the long-term positive effects of co-design are higher, satisfaction and loyalty of educated users, as well as more successful innovation, and improved customer relations and PR for the organisation. (Ibid.)

Thus, it can be stated that co-design is a useful ingredient of service design. Including stakeholders in the service design process from early on via generative sessions, such as workshops, has potential to benefit not only the result from everyone's perspective but the process as well, and the whole organisation. But how to reap these benefits of *service co-design* in practice? First relevant area to discuss is the way individuals communicate with each other in a co-design team, for example in a workshop. This is where the next section proceeds to.

2.2.2 Shared understanding – barriers and enablers

According to Kleinsmann (2006), creating shared understanding is essential to co-design, and is the means to achieve the design objective: 'Co-design is the process in which actors from different disciplines *share their knowledge* about both the design process and the design content. They do that *in order to create shared understanding* on both aspects, to be able to integrate and explore their knowledge and to achieve the larger common objective: the new product to be designed' (Kleinsmann 2006, 38, emphasis added). In other words, different kinds of knowledge are shared in a team to constitute a mutual understanding which enables the team to integrate that knowledge together for the advancement of the project.

When the team members are trying to share and integrate knowledge, they employ *design communication*. Design communication concerns both the design content and the design process, and it is supported by verbal conversation, text documents, drawings and prototypes. Drawings and prototypes are especially important when it comes to the content of the design. (Kleinsmann & Valkenburg 2008.) Successful design communication, thus, both requires and creates shared understanding.

In a diverse team, the members possess what Bucciarelli (1988) would call *object worlds*. A person's object world includes his or her subjective beliefs, interests, knowledge, and experiences, as well as the methods and techniques he or she is able to use. To develop shared understanding between individuals, each of whom possess their own object worlds, transactive memory (Wegner 1987) must be leveraged. Transactive memory means combining each team member's individual object worlds with a shared awareness about who knows what (ibid.).¹⁴ In this manner not everyone needs to know everything the others know in order for the team to work efficiently.

'Shared understanding is a similarity in the individual perceptions of actors about either how the design content is conceptualized (content) or how the transactive memory system works (process)' (Kleinsmann, 2006). That is, each team member has a similar conception about what the team is trying to do or how they are going to

¹⁴ Example of transactive memory: A visual designer knows how to apply Gestalt principles, and that his developer teammate knows about the technical side of the project. As for the developer, she knows which software frameworks she prefers and that she can let him take care of the colour scheme.

do it. Kleinsmann & Valkenburg (2008) even note, referring to a study by Song et al. (2003), that an increase in shared understanding during the process might be more important than the original amount of shared understanding and lead to better results. The explanation for that is that in a diverse team the members are required to talk and learn from each other from the beginning, which leads to more discussion, more design communication, and, consequently, more innovative solutions.

There are barriers and enablers for creating shared understanding during a co-design process. In their case study, Kleinsmann & Valkenburg (2008) identified several of them, which they divided in three organisational levels: the actor level, the project level, and the company level. The barriers or enablers can occur on all these levels.

Typical actor level examples for barriers for shared understanding are differing representations of the design, conflicting interests on what is important due to different responsibilities, and diversity in vocabulary (for example, profession-specific jargon). An actor level enabler would be a tech-savvy market researcher who translates user needs to technical requirements the developers understand. Thus, actor level factors relate to the actors' qualities, such as their ability to transform knowledge, their applicable experience, and their empathy. (Ibid.) Burrows et al. (2016) added depth to the notion of common language and vocabulary. They suggest that not only jargon but also ambiguity and emotive words hamper creating shared understanding between actors.

Project level factors are related to how efficiently the information is processed in the project, and the quality and rigour of project documentation and planning (Kleinsmann & Valkenburg 2008). For example, too complicated version management tools might result in multiple versions of a written document and thus a barrier to getting and sharing information. Alternatively, customary coffee break discussions between, for example, designers and developers, would be a project level enabler. Company level factors could be for example a people mismatch, where one set of people is participating the co-design and other or smaller group is responsible for the implementation (barrier), or constant multidisciplinary teams from the start (enabler) (ibid.).¹⁵

Pei et al. (2010) developed a tool to build shared representations between industrial designers and engineering designers. They researched about 60 practitioners from various design organisations, coded their current practices, and ranked the problem patterns found. Based on their findings they developed a tool that would tackle the most frequent problems. The result was two decks of cards, one for each people group, that explain the design stages, design and technical information, and the methods each group uses to create design representations. In the validation interviews, the tool was perceived to support multi-disciplinary teamwork, at least to an extent. In Kleinsmann's terms (Kleinsmann & Valkenburg 2008), the tool seems

¹⁵ It is also notable, that the same factor can be both a barrier and an enabler. For example, Kleinsmann & Valkenburg (2008) found out in their case study that the fact that the project authorisation was slow in making decisions both delayed the work (barrier) but also gave the people much time to discuss decisions (enabler).

to help create shared understanding by supporting the designers' process-related design communication.

The results of Pei et al. (2010) suggest that some kind of tools can be developed to help design teams to create shared understanding and in this way improve the quality of their output. Also studies such as Kleinsmann & Valkenburg's (2008) help practitioners prepare for co-design projects, avoid common barriers and leverage the enablers. However, before discussing further the possible tools and other means to improve creating shared understanding, the next section takes a look at collaboration between people with diverse cultural backgrounds. Cultural diversity is one of the factors that has enormous potential to spark creativity within a design team. However, such a fundamental type of diversity brings about challenges as it lowers the level of shared understanding from the beginning.

2.2.3 *Cross-cultural teamwork*

This chapter presents the reasoning behind supporting diversity within design teams, as well as its challenges. There are many arguments for various kinds of diversity, mostly to support cross-disciplinary teamwork. Other kinds of diversities include, but are not limited to, gender, ethnicity, age, and personality.

The ISO standard for HCD calls for a diversity of professional backgrounds within a design team. According to the standard, 'the team should be sufficiently diverse to collaborate over design and implementation trade-off decisions at appropriate times' (ISO 2010, 8). What follows is a list of different viewpoints that 'could be needed' in the team, for example usability experts, stakeholder representatives, business understanding, and engineering. The standard argues that the team's diversity increases its creativity in collaboration, as well as helps the team members understand the limitations and possibilities of the other disciplines. (Ibid.) Thus, it can be extracted that according to the standard, multidisciplinary diverse collaboration, firstly, improves the creative flexibility of the team, generating more original ideas than a mono-disciplinary team would, and, secondly, make those ideas more valuable since more discipline-related problems are already tackled.

Also Brown in his seminal Harvard Business Review article, *Design Thinking* (Brown 2008), encourages cross-disciplinary collaboration. In his view, contemporary design challenges have become so complex that one 'lone creative genius' cannot outperform 'the enthusiastic interdisciplinary collaborator'. He even goes on to say, that the best design thinkers host the interdisciplinary within themselves by having substantial experience in more than one area. (Ibid.) Having, for example, an anthropologist and an industrial designer in one person of course effectively tackles the communication problems between the two.

However, bringing together a software engineer and a business analyst not only joins together two disciplines but also two professional/academic cultures and two individuals with their own personalities, values, and for example family backgrounds. Aforementioned gender, ethnicity, age, and other differences may also occur simultaneously. All this brings about challenges in how to help team members understand each other in a situation where they are supposed to collaboratively create valuable outcomes, often with a time pressure.

As discussed in the previous sections, creating shared understanding within a diverse team faces many barriers. The collaboration becomes even more difficult if the team members are not just university graduates from different faculties but the differences are more significant. Co-design with marginal, vulnerable people groups, such as low-paid workers, rural pensioners, people with disabilities, or refugees requires extra measures from the wealthy business or design professionals. This is the subject of the next section.

2.2.4 *Co-design with marginalised groups*

Innovative service offerings are often designed with early adopters in mind. The tech-savvy, healthy, 20–30-year old Western males, however, are not the only people in need for new services. Quite the contrary, especially public services are often designed for the old, sick, or socially marginalised. As a human-centred design practice, service design must aim at improving all people's lives, which is not possible by excluding the less privileged of the society. This is even more important to keep in mind today, when the technological development is so fast that many people are in the danger of being left behind. This section presents co-design with such people groups through two examples: older people and immigrants.

First group to address is the elderly. Helena Sustar's PhD work (Sustar 2008; Sustar et al. 2008; Zaphiris et al. 2008; Sustar 2011) addresses involving older people in the design process of digital devices. The project included, among other studies, several co-design workshops with very old people, active older people, and postgraduate students, with an overarching goal to explore the importance and feasibility of such involvement. She reports some evidence for preferring mixed groups of designers and active older people over either group alone, in a user-centred design of products for older people. Including older people in a UCD process is feasible since they are able to contribute in assessing appropriateness of a solution for their age group. (Sustar 2011, 257–267.)

Sustar also reports different kinds of stimuli that sparked creativity among older people and designers. The most important stimuli were the methods applied, but, for the elderly, also stories from the past, and for the (young) designers, technology. The creative process of the elderly suffered from many kinds of blocks, such as age-related health conditions, conflict, confusion, and distraction from the main activity. Sometimes, the facilitator was also blocking the creative work, for example as the elderly saw her more as a friend than a researcher. The designers had much less blocks, one of the few being the facilitator. (Ibid., 258–259.)

The second easily marginalised people group to be addressed is immigrants. A group commissioned by the Finnish Ministry of Employment and the Economy (MEE) reports about a co-design project for immigration services, called TEMWISIT (Forsander 2016). The aim of the project was to bring clarity to the immigration process by mapping 'customer service journeys' of immigrants moving to Finland, as the procedures of that time were perceived as complex and varying between different authorities. The final outcome was intended to be, for example, an interactive online tool which would describe the process in full, adjusting to each immigrant's status.

The TEMWISIT design process included a co-design workshop with representatives from virtually all stakeholders: civil servants, and decision makers (ibid., 49). The participants were mixed and assigned to five groups, with an immigrant in each group. They used various paper-based materials, that had been prepared by the designers beforehand, to identify typical immigrant profiles as well as to visualise the service journeys and connections between various related organisations. The main learnings of the workshop were that a service design solution should first focus on generic customer profiles, to serve a larger group of people. Secondly, they found out that the immigrants emphasised the need for empathy, whereas civil servants were more focused on the functionalities of the solution being designed. (Ibid., 49–51.)

The immigrants included in the co-design process of TEMWISIT were from various backgrounds, but they were not asylum seekers, since they were recruited by MEE and International English Speakers' Association of Finland (IESAF), who are not in charge for asylum seekers. They had been staying in Finland for less than three months to couple of years. The vulnerability of their position is difficult to measure, but at least they were not under direct threat of deportation, as many asylum seekers are.

The following examples include people in more vulnerable situation than those discussed above. Talhouk et al. (2016) studied Syrian female refugee focus groups in rural Lebanon. Their intention was to gather contextual information to support the design of digital antenatal care solutions for refugees. The researchers employed ideation artefacts, such as pictorial cards and a booklet, to probe into the context of the refugee women. They identified several challenges for designing with refugees. Firstly, not only the design outcome but also the whole (co-)design process should take into account the possible language and technology illiteracy of the people involved. Secondly, cultural conventions might discourage creative imagination, as well as sending and receiving images (of women), and participation of men in the design of antenatal care services. (Talhouk et al. 2016.)

Fisher, Yefimova & Yafi (2016) report on their co-design workshops with Syrian children in a refugee camp in Jordan. The youth were invited to design and draw technological 'Magic Genius Devices' that help other people. Provided materials included paper templates with questions about the solution and the problem it aims at solving, Legos, art supplies, coloured pens and pencils, and instant cameras. They saw similarities between the youth of the workshop and youth in other workshops in more stable countries (such as Fisher, Yefimova & Bishop 2016). They found their youth-focused co-design approach successful, and for example letting the youth present their work to an applauding audience was seen as an empowering experience for them. Finally, they noted that Lego bricks and minifigures was seen as especially creativity-sparking material. (Fisher, Yefimova, & Yafi 2016.)

To conclude the section 2.2, there is considerable potential in diverse co-design to contribute positively to service design process and improve lives of those in the margins of the society, but all this does not come without challenges. The noble, human-centred ideals of participatory stakeholder inclusion can be discouraged by barriers to communication and shared understanding, blocks and distractions of creative work, and cultural differences. Also situations where participants come from

very different walks of life, including people in vulnerable positions, are prone to disruptions. As hinted at in some of the literature presented above, one way to address these concerns is to resort to physicality. After all, the unique catalogue of physical representations and bodily techniques, tools, and methods, is characteristic of service design. The next section discusses such methods.

2.3 Tangible artefacts and service design

This section discusses the use and value of physical representations in service design. Service design has used physical representations to describe the service processes and journeys since the beginning. Naturally, as it would be difficult to design something that is by definition either an intangible good or a complex network of value co-creation, without first visualizing a representation of it to some material form. That said, making physical representations, mock-ups, sketches, and prototypes is an essential component of any design activity, and, as discussed earlier, considered as being at the heart of the designerly way of working.

The section begins by making the case for using tangible materials and physical representations in service design. After that, the notion of play is discussed, alongside with design games. The last part of this section covers service design methods and techniques that apply tangibility. The techniques are finally divided in four groups, based on their physical scale and temporal quality.

2.3.1 *Benefits of tangibility and physical representations*

There are many proponents of using tangible methods, and not only for designing physical products. The reasons usually refer to design tradition and theories of cognition. Hartmann et al. (2006), while presenting a tool for physical prototyping of information appliances, justify the use of physical materials design by linking it to Schön's (1982) notion of design as a reflective practice. They argue that 'the framing and evaluation of a design challenge by working it through, rather than just thinking it through, points out that physical action and cognition are interconnected' (Hartmann et al. 2006). Furthermore, they argue for design as 'thinking-by-doing activity', including 'conversations with materials', such as 'sketching on paper, shaping clay, [or] building with foam core'. In their view, *iteration* becomes a central characteristic of design. Physical representations also serve as *boundary objects*, helping people discuss a same thing from different perspectives (Star & Griesemer 1989; Vaajakallio 2012, 81).

Brandt (2007) contributes to the discussion by reporting her experiences about tangible mock-ups supporting collaboration in a series of workshops. The objective was to design a set of mechanical components, such as valves and cylinders. Brandt lists several means by which the tangible mock-ups, or prototypes, supported collaboration, for example by being useful to interact with while discussing, and by acting as inscription devices which store the users' ideas and comments. However, Brandt does not imply that tangible mock-ups are always superior to drawings or other two-dimensional visualisation techniques. She notes that in a collaboration setting, the mock-up is discussed within the common area of interest for the whole group, but that the area seems to be located in the periphery of each participant's own area of interest. (Brandt 2007.) However, not all of Brandt's conclusions are

informative to service design, since in her case the tangible mock-ups were direct prototypes of the physical artefacts that would eventually result from the process.

Blomkvist & Segelström (2014) provide a treatment of external representations, especially in the context of service design. In their study they map a set of service visualisation and service prototyping methods to the benefits of external representations as they are identified by theories of distributed and situated cognition. They found similarities in the way cognitive scientists argue for the use of external representations with the way designers motivate their use of service externalisations. (Ibid.)

Selecting seven service representation techniques, Blomkvist & Segelström (ibid.) mapped them to seven motivations for using external representations. At least three motivations were found for each technique, which were divided into two groups, the *definite* and the *ongoing*. All the techniques provide a *shareable object of thought* and *facilitate re-representation*. Additionally, the definite techniques, such as customer journeys or storyboards, serve as *persistent points of reference*. As for the ongoing type, such as role-play or desktop walkthrough, they support *inferential reasoning* and provide a *more natural representation of structure* than internal representations. The authors argue against using solely ongoing techniques, since they are only tied to the current situation and cannot be saved, unlike the definite ones. (Ibid.)

2.3.2 Tangibility and playfulness

In *Rehearsing the Future* (Halse et al. 2010) four design researchers from a project called DAIM, present their Design Anthropological Innovation Model which – amongst other things – emphasize materializing actions and concepts into tangible form (ibid., 6). In the book, Eva Brandt writes about design games, suggesting them as a way to structure co-design events in a productive and creative way. She also states that a game-based co-design format ‘downplays power-relations and other factors that might hinder joint inquiry and co-design’ (ibid., 131). Vaajakallio’s (2012) PhD work further clarifies the concept of design games and helps designers – including service designers – employ design games in their work through the Play framework she developed.

Rehearsing the future also presents doll scenarios as a tool, especially tackling the problem of lacking a common language between participants from diverse backgrounds. The authors state that when the discussion is framed as stories and scenarios, the suggestions become accessible and understandable to everyone. Apparently the authors imply that accessibility is an inherent quality of the story format. (Halse et al. 2010, 134–135.)

Halse et al. (ibid.) also comment on the criticism against ‘playing doll house’, countering it by stating that it is the topic of the play that makes it serious. Along similar lines, The Lego Group has released an open source workshop methodology, Lego Serious Play (LSP) (Frick et al. 2013). The famous Danish company’s serious study of play has been credited as one of the main reasons for its success, as on 2014 it became the leading toy manufacturer in the world (Rasmussen 2015). Originally created for internal strategy development sessions, LSP was developed over the

course of two decades. The point of the method is that the participants use Lego bricks to build symbolic and metaphorical models to answer questions about a current business problem. The constructs are then presented within the workshop in order to facilitate a meaningful, reflective dialogue between participants. The theoretical foundations of LSP are *play* ('learning through exploration and storytelling'), *constructionism* ('building knowledge by building things'), *hand-mind connection* (using hands feeds creative thoughts), and *imagination* ('tapping into our creativity'). According to the proponents, *strategic imagination* is an interplay between descriptive, creative, and challenging imagination. (Frick et al. 2013.) Thus, the notion of play is interlinked with learning theories and psychological phenomena which are essential to innovative endeavours, such as design.

2.3.3 *Techniques and methods of tangibility*

Tangible methods are connected with the act of *making*. Three common perspectives to making are cultural probes, generative toolkits, and design prototypes. (Sanders & Stappers 2014.) Cultural probes, which are usually sets of exercises sent to users to learn more about their world (Gaver et al. 1999), are out of the scope of this thesis. Making-oriented prototyping is considered in the light of Blomkvist's PhD research on service prototyping (Blomkvist & Holmlid 2012; Blomkvist 2011; Blomkvist 2014; Blomkvist 2016) and such methods are included in the following. When it comes to toolkits (von Hippel & Katz 2002; von Hippel 2001; Clatworthy 2011), an explorative study by Helminen, Ainoa, et al. (2016) suggests that an effective toolkit for service design would include an extended module library and unlimited solution space, contrary to what some toolkits offer by default. For example, a set of building blocks for an imaginary shopping mall seemed to function better when supplemented with less-obvious and blank blocks (ibid.).

Not all external representations necessary provide the potential benefits of tangible, mouldable materials. This section provides an overview on the techniques and methods of visualising and prototyping services in a tangible way. Even though the most common service design methods rely on paper templates, this thesis does not consider two-dimensional paper-based techniques as 'tangible'. The minimum requirement for the tangibility criteria is that the technique employs three-dimensional space and physical artefacts, including human body, as essential aspects. These criteria dismiss, for example, typical service blueprints or customer journey maps, even if the respective templates are filled with several layers of sticky notes. The point is, that even though overlapping annotated notes might take advantage of the depth dimension, their collage is in general viewed as two-dimensional.

The methods that meet the tangibility criteria can be divided in two categories based on the physical scale on which they are used: *full-scale* or *model-scale*. Full-scale methods employ (live) role-playing -related techniques that require people to use their bodies and act in space, whereas model-scale methods are related to materials that can be placed on a table top. Another division comes from Blomkvist & Segelström (2014) and is based on whether a method has a final stable state or not. The ongoing methods include interaction and represent services quite naturally, but they are also evanescent. The definite methods use 'some kind of formal notation or

convention for communication’. (Ibid.) Next, select¹⁶ full-scale and model-scale service design methods are presented. The categorisation is shown in table 2.2.

Table 2.2: Classification of select tangible service visualisation and service prototyping methods. *) The final stable state of CPM, according to the method, is an empty table (Mäkinen & Helminen 2014). However, the model is documented carefully, including the disassembling phase, which compensates the defect. The temporal categories are adapted from Blomkvist & Segelström (2014).

		<i>Physical scale</i>	
		<i>Full-scale methods</i>	<i>Model-scale methods</i>
<i>Type</i>	<i>Ongoing methods</i>	<ul style="list-style-type: none"> - Service staging - Service role-play - Service walkthrough - Experience prototyping 	<ul style="list-style-type: none"> - Desktop walkthrough - Doll scenarios
	<i>Definite methods</i>	<ul style="list-style-type: none"> - (video recordings of the methods above) 	<ul style="list-style-type: none"> - Physical journey mapping - Collaborative physical modelling* - IoT Service Kit

Service role-play is a full-scale method using drama techniques to act out service moments. Participants switch roles and enact select service encounters to build empathy and test new ideas on the spot. The technique does not require any props. (Stickdorn et al. 2011, 208–209; Blomkvist & Segelström 2014.)

Another full-scale method, *service staging*, draws on role-playing, but the essential component of this technique is building a physical location with props of varying fidelity levels to simulate the service in a real environment. Designers can invite external stakeholders to experience the service as well. (Stickdorn et al. 2011, 194–195; Blomkvist & Segelström 2014.) A good example of implementing such staging method is the *Cardboard Hospital* (Kronqvist et al. 2013), which combined participatory approach with professional set design skills and aesthetic inspiration from the movie *Dogville*.

Service staging and role-playing include elements of what Oulasvirta et al. (2003) call *bodystorming*¹⁷. It is a method, or a label given to a set of methods and techniques, defined as ‘brainstorming conducted “in the wild”’. Oulasvirta et al. intended to employ this method in designing ubiquitous computing solutions (ibid.). Schleicher et al. (2010) further discuss bodystorming by identifying three ways the

¹⁶ The methods are screened from Blomkvist & Segelström’s (2014) list of seven methods that service designers use to create external representations. Blomkvist & Segelström generated their list by surveying the methods presented in ‘the most prominent service design textbook to date’, which was a 2010 edition of Stickdorn et al. (2011). In this volume, these seven methods were assessed against the tangibility criteria presented in the beginning of this section. Only three methods passed: role-playing, service staging, and desktop walkthrough. However, similar methods with other names are discussed alongside the three.

¹⁷ The authors note that the term *bodystorming* was originally coined by Burns et al. (1995).

term has been used. The first is ‘working [in]¹⁸ the space or place in which the product you are designing will ultimately be used’, which simply means doing the designer’s normal work (not analysis, but, for example, wireframing) in the target environment. This is close to bodystorming case 1 in Oulasvirta et al. (2003), although Oulasvirta and colleagues employed a more active way of utilising the environment through design exercises.

The second sense of *bodystorming* is ‘strong prototyping’, which bears resemblance to the aforementioned cardboard hospital, or the aeroplane interior design explorations presented in Buchenau & Suri’s (2000) classic paper *Experience Prototyping*. The idea is to construct a (cardboard) version of the target environment, a café, for instance, and test the designs in that environment. The third sense of the term, according to Schleicher et al. (ibid.) is ‘use-case theater’, which was tried in case 4 by Oulasvirta et al. (ibid.). Use-case theatre refers to prototyping by acting with props and using imagination *ad hoc*, in the middle of an acted scene. This understanding is similar to the descriptions of service roleplay presented earlier, except for the props.

Yet another related method is *service walkthrough*. It is presented by Arvola et al. (2012) as a *service prototyping* method that combines bodystorming and experience prototyping with pluralistic usability walkthrough (Bias, 1994). In their case study, actual volunteer test users were taken to a garden that resembles the actual environment where the future service – in their case, an augmented tourism treasure hunt¹⁹ – would take place. Service walkthroughs need not necessarily be conducted in an authentic location, as the environment can be partially simulated by video projectors in an immersive, dedicated space (Miettinen et al. 2012).

When it comes to model-scale methods, *desktop walkthrough* is a table top version of service walkthrough. Identified as an exploratory and generative method by Li et al. (2016), the idea is to build a three-dimensional miniature version of a service location by using modelling clay, toy figurines and other similar simple props. Various scenarios can be imagined by moving the figurines and playing out different interactions. (Blomkvist & Segelström 2014; Stickdorn et al. 2011, 190–191).

There are various other model-scale methods that possess tangible qualities. Some of them, for example *business origami*, are used primarily to innovate business models (Mitchell & Buur 2010; Buur et al. 2013; Kashimura et al. 2013; Frick et al. 2013), but also methods, that are specifically developed for service design, are found. In addition to the doll scenarios presented above (Halse et al. 2010, 134–135), one such method is *Collaborative physical modelling* (CPM) (Mäkinen & Helminen 2014; Helminen, Mäkinen, et al. 2016). In CPM the participants use various materials, such

¹⁸ Accidental omission of the preposition *in* is assumed by the author of this thesis. The quoted sentence doesn’t make sense without it, as the surrounding context in the original source (Schleicher et al. 2010) reveals.

¹⁹ Arvola et al. note: ‘The term “augmented” refers to “augmented reality” (AR), which we explore in the context of tourism services. We use smartphones that allow us to create mobile AR-applications. Such applications “superimpose virtual information over the real world (as seen through the camera and display of the phone)”’. (Arvola et al. 2012.)

as modelling clay, stickers, and drinking straws to build a model of a service concept (for example, a website or a next generation health insurance). In the end they disassemble the model and name each element. When generating new concepts, the participants are provided with additional trend or trigger cards as something to begin with. (Ibid.) A notable characteristic of the methods presented in this paragraph is that they all use tangible materials to build models to describe abstractions – not miniature versions of real spaces or locations.

Lastly, two methods from the practitioner community are presented. *IoT Service Kit*²⁰ was created on 2015 at Futurice. It is a co-design board game, including different backgrounds to choose from, various cards, and plastic figurines. As the name suggests, the purpose of the kit is to help teams design innovative solutions that relate to the *Internet of Things*. (Houghton & Brito 2015) The second practitioner-side method presented is *physical journey mapping* (PJM), used at Fjord. The idea of PJM is to use any suitable materials (similar to CPM, for example) to build a service environment on a table. A selected persona is put in the environment, alongside with other actors and objects that interact with the persona. As the journey of the persona is constructed, the related interactions can be mapped and understood better. PJM has been said to be a good starting point for the Fjord Makeshop approach (Trom 2015; Jones 2016; Kalantari 2016.)

2.4 Making tangible service co-design work

This chapter has presented a literature review of stakeholder inclusion and tangible artefacts in service design. Firstly, the notion of service design was discussed by investigating the notions of both ‘service’ and ‘design’ and finally presenting a definition for the term by Segelström (2014). In section 2.2, various motivations for, impediments, and examples of stakeholder inclusion were discussed. Finally, this chapter explained the role of tangibility and physical representations in service design. A number of service design methods was also presented throughout the chapter, but especially in sections 2.1.4 and 2.3.3. This section concludes the literature review and presents a prelude for the following case study.

There are many varying interpretations of the label *service design*, stemming from various traditions, such as marketing, management, design, engineering, and arts. The paradigm shifts from old to new understanding of both *service* and *design* are in progress. Including users and other stakeholders in the process has been a growing trend in all design for decades, and is an essential ingredient of service design practice as well, given that the prevalent design conception among service design practitioners employs the human-centred framework. Despite all the benefits of co-design, implementation has proved difficult. One way to address it is to use more tangible techniques and methods to engage the stakeholders. In service design, the tangible methods are used on two scales: the human-scale and the model-scale, which means that some methods are based on live role playing and related techniques, whereas others employ smaller physical artefacts as models and tangible materials on the top of a table.

²⁰ The IoT Service Kit project has its own website at <http://iotservicekit.com>

2.4.1 Prelude for the case study

Thus far this literature review has revealed that tangible service representation and prototyping methods have several benefits, and a considerable potential when coupled with co-design. Moreover, they might actually address a peculiar problem. The traditional brainstorming methods are mostly based on discussion while working with sticky notes, markers, and a whiteboard. It is claimed within Fjord that these methods easily dismiss some participants, for example the quiet, which risks leaving out potentially valuable perspectives from the co-design process (Sayuda 2016). Also, the stakeholder participants might not be as comfortable with sketching on sticky notes as designers, which is another issue that might be evaded by using tangible methods instead. These challenges of quietness and diffidence may be emphasised when the participants include representatives of marginalised people groups.

Today's challenges for design are very complex, and service co-design with tangible materials seems to have potential to address them effectively. For example, the dawn of ubiquitous computing enables seamless interweaving of the physical and digital – our bodies and the internet, which renders traditional screen-based UI design methods insufficient. The thousands of asylum seekers in Finland are beginning their lives anew against such technological backdrop, and design must respond accordingly. Service design as a holistic approach can be used to better understand not only the technological but also the human side of things. The following case study is an exploration in these areas.

3. Case study: Fjord X Fablab Makeshop

This chapter presents the practical part of the thesis, a case study of a 5-day service co-design workshop. The workshop was arranged in order to further understand the role of make-tools in service co-design workshops in general, and in diverse teams with asylum seekers in particular. Firstly, the research question of the study is presented, alongside with the hypothesis. Then the practicalities of the workshop week itself is described, from the stakeholder organisations to what actually happened before, during and after the workshop. Also, the research methodology is presented, referring to the previous work of others. The chapter then lays out the results of the study, finally concluding by answering the research questions.

3.1 Research question

The research question for this case study is:

How do tangible materials contribute to the work of a cross-cultural service co-design team with inherent power imbalance?

The research question is considered from three perspectives:

1. *Democracy and inclusion,*
2. *Communication and shared understanding, and*
3. *Perceived quality of the result.*

The hypothesis, based on the literature, is:

Most tangible materials, compared to mere pen and paper, when facilitated skilfully, have a positive contribution to such work, with regards to the three perspectives:

1. *They help involving all team members and thus help democratising the process to the benefit of the team in general and to the less privileged in particular.*
2. *They foster more efficient communication and help build shared understanding.*
3. *They will eventually lead to improvement in perceived quality of the result.*

A special attention is paid to the potential of tangible materials to support the co-design work of teams including asylum seekers, who are people in a significantly more vulnerable position compared to their team members. This is the main supposed power imbalance that the research question refers to.

3.2 Background of the study

This chapter describes the organisational and practical background of the case study. First, the sponsoring companies, Fjord and Accenture, are introduced, as well as the methodological idea of Fjord Makeshop. Then the other stakeholders of the Makeshop workshop – Finnish Red Cross and Aalto Fablab – are presented, before describing how the workshop was prepared and arranged in practical terms.

3.2.1 *Fjord, Accenture, and Fjord Makeshop*

Fjord is a design consultancy founded in 2001. It was acquired by Accenture, a multinational management services corporation on 2013. Fjord Helsinki employs about 40 people, making it one of the largest of the 22 Fjord studios worldwide. Fjord is organisationally part of Accenture Interactive, a marketing branch within a subdivision called Accenture Digital. The headcount of the whole of Accenture is more than 350.000, and the company reports over US\$ 30 billion in revenues (Accenture 2016).

Fjord Makeshop is Fjord's proprietary 'build-to-think'-process. It is a novel design practitioner approach that emphasises hands-on making as an activity that fosters creative problem solving. Quickly creating something tangible with available materials is encouraged to allow a common point of reference and facilitate the design discussion. The name Makeshop ('making' and 'workshop') is used for both the process/methodology and a dedicated space, usually within a Fjord studio, or a temporary war room for a Makeshop project. (Trom, 2015; Jones 2016; Kalantari 2016.)

3.2.2 *Aalto Fablab*

Aalto Fablab is a space dedicated to digital fabrication and rapid prototyping. It is best known for its 3D printers and laser cutters that visitors can use with the help of a studio master, basically with only paying the cost of materials they use. Aalto Fablab is part of the global network of Fab Labs, which originates from MIT's Center for Bits and Atoms and is supported by Fab Foundation. The ethos of Fab Lab community is openness and open source (Fab Foundation n.d.). Aalto Fablab is funded and operated by, as well as located in Aalto Media Factory, one of extra-departmental collaboration platforms – 'Factories' – within Aalto University, Finland (Aalto Media Factory n.d.). From now on, Aalto Fablab is referred to as Fablab.

3.2.3 *Finnish Red Cross & asylum seekers*

The Finnish Red Cross (FRC) is a member of the International Federation of Red Cross and Red Crescent Societies (IFRC). It is one of the largest civic organisations in Finland, working at home and abroad in, for example, emergency assistance, disaster relief, first aid, blood transfusion, and immigrant support. (FRC 2016b.) FRC operates the majority of the circa 100 asylum seeker reception centres in the country (Migri 2016c). The work is requested by the Finnish Immigration Service (Migri) and is based on ensuring human rights and legal protection for the asylum seekers (FRC 2016a). Four asylum seekers participated in this study. They were all living in a reception centre operated by the local Uusimaa branch of FRC, waiting for the processing of their asylum applications.

It is important to make a conceptual distinction between asylum seekers and refugees. A dictionary definition for refugee is: 'Someone who has been forced to leave a country because of war or for religious or political reasons' (Merriam-Webster 2016). A refugee becomes an asylum seeker when she officially seeks for asylum in another country than where she fled. However, an asylum seeker may not be viewed as a refugee if the reason for her departure is not perceived as a direct threat of war or persecution. That is why in this thesis the term asylum seeker is used

when talking about people who are residing in reception centres, waiting for the decision by the Finnish authorities. However, in practice, for example in the interviews the two terms were used quite interchangeably, which the reader must keep in mind when reading direct quotes from the interviewees. Also, the participants sometimes used the term ‘camp’ or ‘refugee camp’ when referring to a reception centre.

3.2.4 *Arranging the Fjord X Fablab Makeshop*

To learn more about the applicability and facilitation of Makeshop, the author, together with Fjord colleagues, started to prepare a Makeshop workshop during the spring of 2016. The topical immigration situation was seen as an interesting area to tackle with co-creative design experimentation. Therefore, the facilitators invited Finnish Red Cross to provide access to local reception centres. The exact topic – asylum seekers’ daily life – was decided as they agreed to join, but the overall theme of immigration was decided before.

Aalto Media Factory gave the facilitators the possibility to use the Fablab space and offer the workshop as an open Master’s level university course. To maximize diversity, the facilitators welcomed students from Aalto’s design, business, and science schools. An online application form was distributed through student organisations and Fablab’s networks. The participants were selected from a pool of 29 applications, with emphasis on motivation and diversity in terms of gender, interests, and skills. The applicants were tagged with relevant skills, based on their applications, and evenly distributed into four teams to ensure that each team included enough relevant experience in fields such as digital fabrication, visual design, business, and technology. Moreover, available Fjord employees were placed into the teams to complement their existing skillsets. However, due to last-minute cancellations the distribution was not perfect, which may have affected the results.

The outline of the week was based on Fjord’s 5-phase design process, each phase lasting for roughly one day: Discover (Monday), Describe (Tuesday), Design (Tuesday – Wednesday), Develop (Wednesday – Thursday), and Release (Friday). The result of the preparation was named ‘Fjord X Fablab Makeshop: Asylum Seekers in Finland’.

3.3 Methodology

This chapter begins with an outline of the 5-day workshop, ‘Fjord X Fablab Makeshop’, including an explanation of the comparison setting between two groups. Secondly, this chapter describes how the data was collected and explains the methodological decisions made, referring to previous literature.

3.3.1 *Fjord X Fablab Makeshop*

The author arranged a 5-day workshop, ‘Fjord X Fablab Makeshop: Asylum Seekers in Finland’, together with Fjord, Aalto Fablab, and a local asylum seeker reception centre, operated by Finnish Red Cross.

There were three facilitators (the author, the advisor, and the Fablab studio master) and twenty participants. The participants included eleven master’s students, five

graduates, and four asylum seekers, one for each of the four teams. From now on, the participants who were not asylum seekers are referred to as the *residents*. Also, the participants who were not studying any more, but were, for example, in the working life, are referred to as *graduates*. For a complete participant list with descriptions, see Appendix 3.

The students and two graduates were recruited through an online application form as explained in the previous chapter. The Fjord employees were added to the teams based on their availability and the teams' needs. The reception centre staff recruited the asylum seekers. As compensation the students were rewarded with 3 ETCS, asylum seekers with 5-day regional public transport tickets, lunches, and t-shirts, and everyone with light snack catering on the final presentation event.

The names of the participants have been replaced with codes to protect their privacy. This thesis uses following coding to refer to the participants: a combination of letter (A to F) and a number (1 to 4), for example A1. A refers to *asylum seeker* and F to *Fjord employee*. Letters B, C, D, and E bear no special meaning, they are used only to separate participants from each other. The number refers to one of the four teams. Table 3.1 shows the composition of the teams. The teams were organised each around its own table in the main room of Fablab. Refer to appendix 4 for the layout of the space.

Table 3.1: Composition of teams. A refers to Asylum seeker, F to Fjord employee. B, C, D, and E are used only to separate participants from each other.

Team #	Participants	# of participants
1	A1, B1, C1, D1, F1	5
2	A2, B2, C2, D2, F2	5
3	A3, B3, C3, D3, E3, F3	6
4	A4, B4, C4, D4	4

The workshop week started with introducing the topic and a general presentation about design for immigration services by Helena Sustar (her work, for example Sustar 2011, is cited section 2.2.4 in the present volume), followed by dividing the participants in teams and a field trip to the partnering FRC asylum seeker reception centre. Staff of the reception centre gave the participants a brief presentation about the functions and everyday life in the centre, including a guided tour in the building. Then the teams had about one hour to freely conduct design research, interview inhabitants, and make observations.

At the end of the trip four volunteer asylum seekers from the centre joined the team for the rest of the week. Analysis of the findings as well as further fact checking with the four volunteers was conducted using empathy maps (appendix 5).

On Tuesday teams 1 and 4 were moved to separate rooms while teams 2 and 3 remained in the main Fablab space (see appendix 4 for the layout plan). All teams were given similar assignment based on the 'double diamond' design process (Design Council n.d.): diverging and converging to identify a problem, and then

diverging and converging again to reach most potential solution idea. They were to use the available tools and materials to create a user journey of the current state of affairs in the morning, identify problem areas and opportunities for improved or new service design, ideate multiple solutions, prioritize and select a solution, and at the end of the afternoon create or recreate the future user journey with the new proposed solution in place, as well as present their solution idea on a Concept Poster at the end of the day. Teams 1 and 4 were provided with the 'Fun Toolbox' – a set of tangible materials on a table, which was assumed to foster playful creativity and hands-on approach (see appendix 1). Additionally, the room where Team 4 was moved was equipped with a whiteboard. The list of available materials is presented in appendix 1. Teams 2 and 3 were given pens, sticky notes, a paper template of a linear Journey Map, and large paper sheets on the walls to create their journey representations on. Methods used by all teams between the two user journey exercises were standard workshop methods used by Fjord, based on paper templates. Also the Concept Poster template was same to everyone. For the used templates, refer to appendix 5.

From Wednesday morning on the teams were all back working in the same space. They all were also given access to the Fun Toolbox previously only available for two of the teams. During Wednesday morning the teams were also given a tour in the Fablab's digital fabrication and prototyping facilities (later referred to as the 'Fab Toolbox', described in appendix 1) by the studio master, after which they were encouraged to make use of all the available tools and materials provided. Also the format of physical desktop user journey representation / desktop walkthrough of a service concept was proposed, with a possibility to add an interactive layer to it, enabled by the tools provided. A magnetic whiteboard and a laptop was placed on each team's table next to the material the teams had created. To foster a playful and relaxed atmosphere, the whole group was gathered at least once every day for an 'energiser' activity, for example the children's' play called Fruit Salad, suggested and led by one participant, B2.

On Thursday morning the teams were told that in addition to a conventional slide show presentation, a short video describing the concept is expected from them by Friday afternoon. On Friday each team demonstrated their achievements as a presentation with a video, and a fair stand in the auditorium in a public event.

Form Tuesday to Friday, the asylum seekers arrived around 11 a.m., leaving about two hours for the others alone in the morning. On Tuesday and Wednesday this was spent in other activities (a keynote presentation and the Fablab tour, respectively). Due to various reasons, not all of the other participants were able to attend full-time.

Even though each team had four to six members present all the time, Team 2 suffered from low full attendance rate: every day someone was at least partially absent, and only the asylum seeker of the group remained there full-time²¹. Aside from Fjord employees, teams 1 and 3 had only one member out for maximum one day. Team 4 had all team members present throughout the week. The absences were

²¹ That is, within the limits of the general availability of the asylum seekers, missing the first part of Monday and 1–2 morning hours from Tuesday to Friday.

due to sickness or mandatory (school)work. Full attendance information is in appendix 7.

3.3.2 *Results of the teams*

Each team created a concept to solve problems they identified based on their observations in the reception centre and discussions with the asylum seekers. These concepts and how they were represented in the end are now described. Figures 3.1–3.4 show photographs of the teams’ concept representations.

Team 1 wanted to find a way to connect asylum seekers with locals. Their concept – Restaurant Friends – brings three parties together to share meals in a pop-up manner through a mobile-friendly cloud-based platform. Groups of asylum seekers can get paid and connected with the locals by preparing their indigenous dishes. Local organisations receive publicity and money for their unused real estate, and people interested in foreign cultures may experience an authentic, foreign meal in a surprising environment. Example would be an Iraqi dinner party in a university lobby.

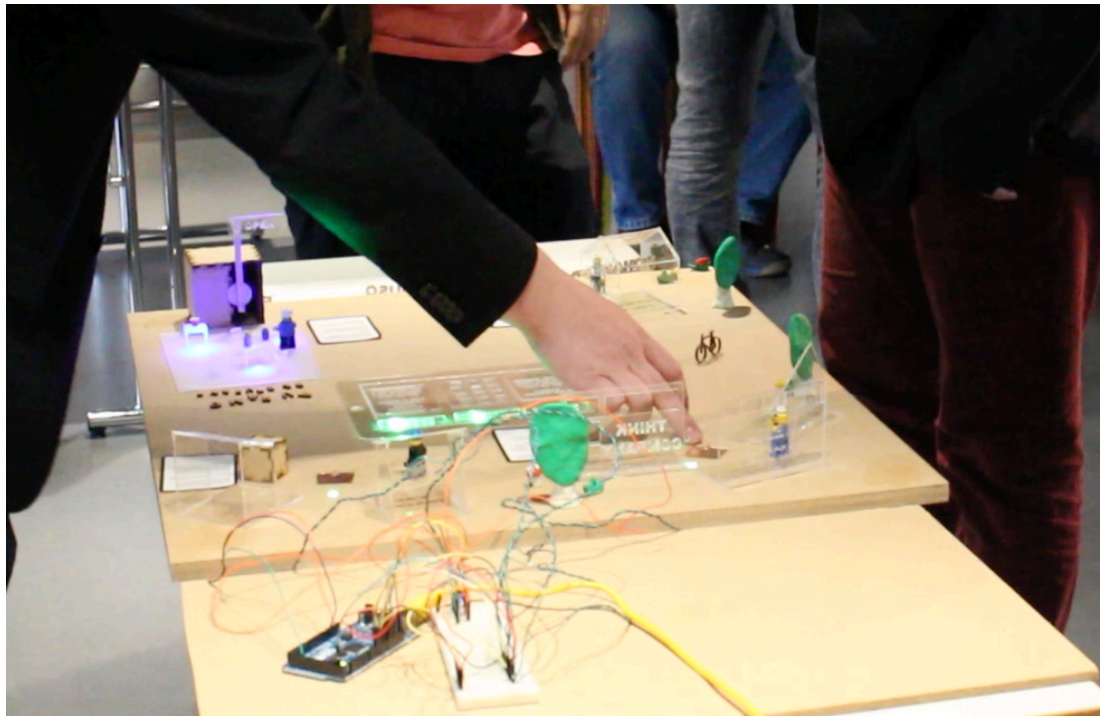


Figure 3.1: Team 1 final concept representation (frame captured from a video). Interactive table top model with props from laser-cut and engraved acrylic and plywood, 3D-printed plastic furniture, modelling clay props, Lego minifigures, as well as embedded small scale electronics with touch-sensitive pads, LEDs, Arduino microcontroller, and a servo motor.

The final representation of Restaurant Friends was a 20 mm thick medium density fibre (MDF) slab, about 80 cm × 80 cm, on top of which there were Lego minifigures, some 3D elements built from transparent acrylic and modelling clay, and Arduino-based²² electronic components, such as LED lights and touch-sensitive

²² Arduino is a popular DIY microcontroller.

pads. The model was an interactive desktop walkthrough, where by touching certain points, respective LEDs were lit, describing how the solution would connect the three people groups. When all three lights were turned on, a stepper motor raised a tiny 'Open' flag in front of a restaurant building. Their video first presents the team and shows A1 describing the idea in brief. Then a narrator takes over to tell the story behind the idea as well as the functionality of the service. A welcome screen of the service's mobile app is shown, as well as a walkthrough sequence where human hands are interacting with the physical model.



Figure 3.2: Team 2 final concept representation: laser-cut plywood pieces glued on a poster designed on a computer, printed on a paper and hanging on a wall (cropped and empty space from the middle removed by the author).

Team 2 tackled the issue of limited and unaffordable mobility of the asylum seekers with VOK Bikes²³ – a campaign where local people are encouraged to donate used bicycles to the reception centres, where the asylum seekers could repair them with some training and tools from sponsoring organisations. A full-equipped bike repair container would travel through Finland’s reception centres over the summer, leaving the required tools behind in each place it visits. The asylum seekers would repair bikes for their own use, as well as for other customers, and sell them with the hip VOK Bikes brand.

VOK Bikes was presented, in addition to a slide show and a video, as a poster with a couple of small laser-cut plywood bicycles and related objects. The video shows a whiteboard and hands moving plywood objects and drawing with whiteboard markers, played fast forward with some added text block layers.

Teams 3 and 4 took on the problems of boredom of the daily life in the reception centre and the stressful complexity of entering the Finnish labour market after a positive asylum decision. Team 3 – Skill Camp – sought to facilitate peer-learning courses in the centres. Both participants and teachers would be asylum seekers and would get certificates for their efforts. They would be given information about the labour demand situation in Finland and tailored course recommendations through a mobile app interface to help them practice the right skills. The system would also match people inside the centre and support them in creating new businesses together.

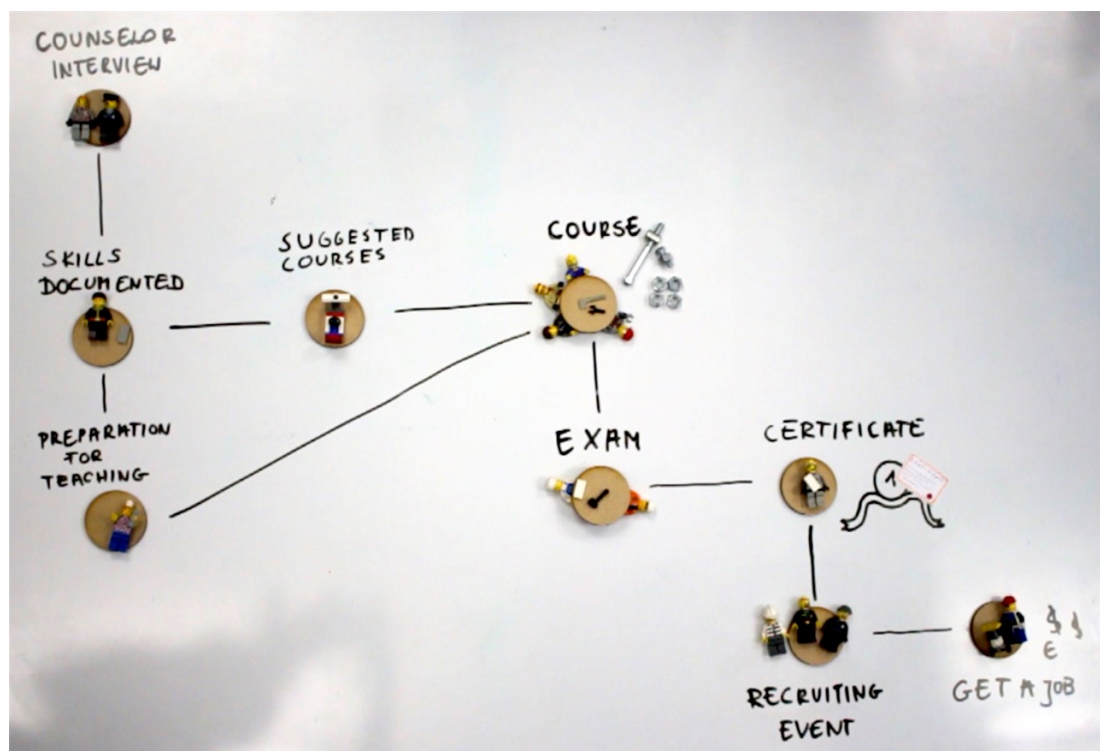


Figure 3.3: Team 3 final service concept representation (frame captured from the presentation video). Whiteboard markers, laser-cut plywood, Lego minifigures and props on a table top whiteboard.

²³ VOK comes from ‘Vastaanottokeskus’ which is Finnish for a reception centre.

The journey of an asylum seeker was represented by the Skill Camp team as a graph, drawn with markers on a magnetic table top whiteboard. Lego minifigures with some extra small bricks, plywood discs, and knick-knacks were used to depict the related people, while walking through the journey and different route options of the service model. Additionally, they had created a functional mobile app prototype with InVision software, which includes some UI mock-ups. On the video, they walk the Lego figure through the journey while verbally explaining what is happening.

Ready for Work Academy by Team 4 provides typical courses that are required for certain jobs, for example the Hygiene Passport or the Hot Work Certificate. This would pave the way for quicker entry to job market after the statutory waiting period of few months.

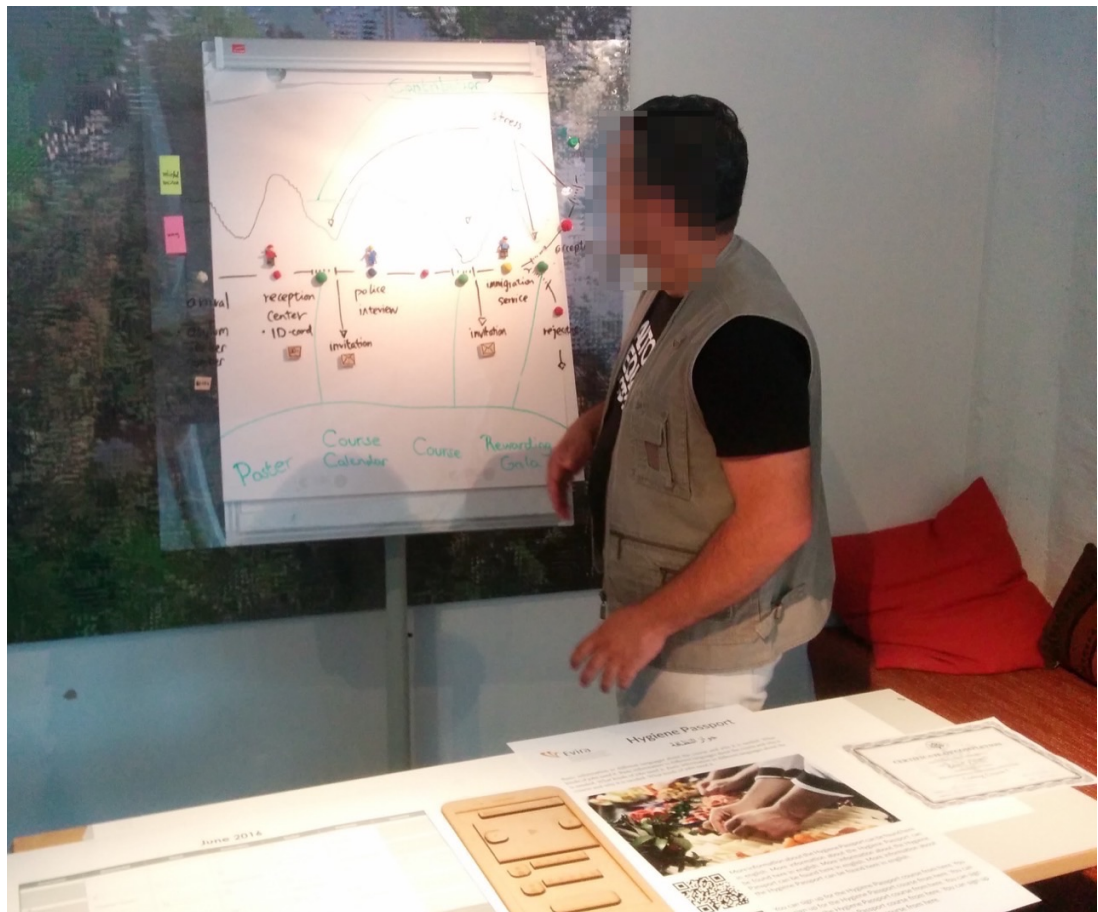


Figure 3.4: Team 4 final service concept representation. Whiteboard markers, sticky notes, Lego minifigures, modelling clay, and illustrated balsa wood pieces on a transparent polycarbonate board, against a white backdrop. Also paper prototypes of a course calendar, an information poster, and a course completion certificate, as well as a mobile app prototype from laser-cut plywood. (Picture by Sauli Anetjärvi.) A close-up picture of an unfinished version of the board, see figure 3.8.

Just like Skill Camp, Ready for Work Academy was also represented as a desktop user journey with markers and Lego minifigures. Additionally, they had used modelling clay to show the pain points in the current system. Their representation was built on a transparent 1m² polycarbonate sheet, displayed against a white backdrop. On their fair stand they also displayed prototypes of an information poster and a course completion certificate. The team's video includes A4 introducing

himself, and a voice over narrator explaining the idea on top of supportive animations that emphasise the message.

3.3.3 *Observation and documentation*

The author facilitated the whole workshop together with one colleague, the advisor of this thesis. Fablab's studio master supported the use of digital fabrication tools. Additionally, three Fjord employees were working as team members, partially observing, partially facilitating and supporting the team beyond mere collaboration as a team member. Aside from facilitation the author took a limited amount of unstructured notes from observations.

Some documents generated during the workshop were captured. Unfortunately, due to a task coordination mistake by the author, some of them were discarded before capturing them on a photograph. The available documents include completed Empathy maps, Round Robin sheets and Concept posters, as well as the videos made by the teams. Lots of pictures and video clips, including sound, were taken from the workshop. The material available is used to fact check interviewees' answers and to compare their perceptions to what was captured. However, since the material does not systematically cover any part of the workshop, it is used only anecdotally, without a thorough content analysis.



Figure 3.5: Wide-angle action cameras, amongst other cameras, were used to capture video material of the teams' activities. This is a frame captured from a video showing teams 2 (right) and 3 (left) in Fablab during Tuesday, when teams 1 and 4 were separated to other rooms. Between the two teams there is a movable whiteboard to block the teams from distracting each other.

3.3.4 *Interviews*

Interviewing the participants was the main method for collecting the research data. The author interviewed all participants within three weeks after the workshop. The interview consisted of a questionnaire filled in the presence of the author, a semi-structured informal discussion that went through the topics of the questionnaire, and

one material-related exercise. This combination of methods was used to follow the insight by Sleeswijk Visser et al. (2005) and acquire knowledge on all levels, not only the surface: Interviews reveal what the interviewees explicitly say and think, workshop observation discloses what they do and use, and generative sessions are used to gain tacit or even latent knowledge about their experience, feelings, and dreams (refer to figure 2.2).

The Finns were interviewed in Finnish, and the rest in English. Usually the interviews were individual, took place in a meeting room in Aalto Media Factory or Fjord's studio in Helsinki, depending on which was more convenient to the participant, and lasted about one hour. Exceptions were the asylum seekers, three of whom were interviewed as a group in a recreation room of their reception centre for two hours, and two Fjord employees who were interviewed together. Additionally, one asylum seeker was not available for direct interview. Instead, by the author's request, he just filled the questionnaire with the help of one of the three other asylum seekers without the author being present, and sent his answers through an online messaging service (Facebook Messenger) on 10th of June. When the interviewee(s) had finished the questionnaire, an audio recorder (iPhone 4s) was turned on. Sometimes this happened already during filling up the questionnaire, if the interviewee, inspired by the questions, started to talk about something relevant.

The questionnaire had 22 statements that were measuring the amount of experience and knowledge the participants claimed to have about service design and digital fabrication²⁴ tools (2 statements), as well as their opinions about the following four aspects:

1. **Democracy & inclusion** (*Dem*, 6 statements): Level to which each team member felt a valuable and equally accepted contributor, and approved of what the team achieved.
2. **Communication & shared understanding** (*Com*, 7 statements): Development of shared understanding within the team, ability to constructively disagree, and members' ability to articulate and understand each other's opinions.
3. **Using tangible materials** (*Mat*, 4 statements): The team's perception of the usefulness and approachability of the tools and materials provided.
4. **Perceived result quality** (*Res*, 3 statements): The team's satisfaction with their result.

Aspects 1, 2, and 4 were to address and answer the respective topics of the research question, and the idea of aspect 3 was to further inform the others and to find out differences between the various tangible materials.

²⁴ The term 'digital fabrication' is used in this volume, following the example of Fab Foundation (n.d.). The questionnaire (appendix 6) used the term 'rapid fabrication' but from the context of the interview situation and the examples listed in the questionnaire it can be confidently stated that the interviewees' assessment of their knowledge and experience in 'rapid fabrication tools' can be taken as their assessment of their knowledge and experience in 'digital fabrication tools'.

The statements, for example ‘I felt my contribution was valuable to the team’ (Dem-1), were presented in the questionnaire in a shuffled order, divided into the aforementioned four categories, unbeknownst to the participants. The form also included some basic background questions, such as academic background, year of birth, and the name and number of the group. Nationality was collected separately. The questionnaire is available at appendix 6.

The options were given on a bipolar Likert scale:

- Strongly disagree (-2),
- Disagree (-1),
- Neither agree nor disagree (0),
- Agree (+1), and
- Strongly agree (+2).

A bipolar scale was used both in the labels and numbers for consistency. After the values were transferred from paper forms to spreadsheet software (Microsoft Excel), the scale was also transferred from -2...+2 to 1...5 to allow for simpler analysis.

Four statements (Com-5, Com-6, Com-7, and Mat-4) were in negative form, and their numeric response values have been flipped to allow for simpler comparison with the others and to be able to see a negative or positive overall average tendency when individual values are combined. Thus, the interpretations of individual values as factors in their respective categories are the following:

- 1 = strongly negative,
- 2 = negative,
- 3 = neutral,
- 4 = positive, and
- 5 = strongly positive.

An average value for each category was calculated to form a total score for that category. An average of the category scores is the total score for the whole workshop. Since each category contains a different number of statements, the individual statements in different categories do not have equal weight when it comes to total score.

For example, a response ‘-1’ (‘disagree’) for the statement Mat-4, ‘The tools and materials provided felt useless’, was first transferred to ‘2’ (still, ‘disagree’ on a scale of 1...5), and then additionally flipped into a ‘4’, a ‘positive’ factor for the Mat category. Due to the small sample size ($N = 20$ for the whole group), the data is analysed only qualitatively, looking at individual values as well as their mode, median, average values and standard deviation, across different categories. Thus, nothing meaningful can be said about the *statistical* significance of the differences or similarities found between, for example, different teams. The questionnaire and full results are in appendix 6 and 7, and partial summaries are presented in graphs throughout this chapter.

The material-related exercise included a plastic container box filled with a selection of tools and materials, such as sticky notes, soft modelling clay, pens, fabrics and the

like (figure 3.6). The interviewee was asked to browse through the contents of the box, reflect on the usefulness and their group's use of the materials and select a favourite object inside the box. In this way more concrete examples, stories, and reflections were expected to be stimulated, than what would have been the case without the example materials at hand.



Figure 3.6: The plastic box with various materials, used in every interview. Additionally, interviews conducted in Fablab included some other materials that were available, such as the polystyrene pieces.

In the end, all interviews were transcribed (mostly verbatim transcription, but from the material exercise only results and some comments were noted down) with a note-taking software (Evernote) and their content tagged with a qualitative data analysis software (Atlas.ti). In addition to the four aspects mentioned above, the tagging covered also topics that emerged from the content. The interview excerpts used in the present volume are edited into intelligent verbum transcription to improve legibility while preserving the content. Also, the Finnish excerpts are translated into English (dynamic equivalence, ‘sense-for-sense’ translation).

Appendices 2 and 8 include detailed information about the interviews as well as original verbatim transcripts. There are differences between teams in the order of the interviews. For example, all interviews for Team 3 members were conducted in succession, whereas between the first and second Team 2 interviewee there was 10 interviews. These variations might affect the results in unknown ways.

3.4 Results

This chapter presents the results of the case study described above. The chapter starts with a general overview of the results. Then the predefined four categories of Democracy & inclusion (Dem), Communication & shared understanding (Com), Using tangible materials (Mat), and Perceived result quality (Res) are walked through with numeric data and interview quotes. Finally, the results are drawn together in a concluding section and the research question is answered.

3.4.1 Overview of the results

In general, the participants expressed satisfaction to the workshop. The total average score through all four aspects was 3.9 in the scale of 1 (strongly negative) to 5 (strongly positive). Table 3.2 presents the average values of different categories, as well as the previous experience level of the team and the journey mapping method used. Figure 3.7 visualises the responses of teams for each statement.

Table 3.2: Summary of the pre-interview questionnaire results. A Likert scale (1 to 5) was used, and the results interpreted as 1: strongly negative, 2: negative, 3: neutral, 4: positive, and 5: strongly positive. The full dataset is available in appendix 7.

Team	Service design exp.	Digital fabrication exp.	Journey mapping method	Dem	Com	Mat	Res	Total score
1	4.00	3.80	Phys.	4.07	3.63	4.60	4.07	4.09
2	4.20	3.80	Trad.	4.03	2.97	3.35	3.60	3.49
3	4.33	2.67	Trad.	4.36	3.55	3.63	3.61	3.79
4	4.00	2.50	Phys.	4.50	3.89	4.06	4.25	4.18

The participants claimed themselves being in general knowledgeable about service design (average 4.15, standard deviation 0.73) and little less so about digital fabrication tools (Avg. 3.20, SD 1.25). Three asylum seekers even strongly agreed having ‘knowledge and experience in service design’ before the workshop. During the workshop and the interview, it became clear, however, that this was not the case, especially when compared with other participants who chose the same position on the statement, for example a Fjord employee with several years’ experience on the field. Therefore, the three response values were changed from 5 to 3, and this adjustment is in effect in the average values presented throughout this study. On digital fabrication tools their self-assessment was perceived as being more realistic²⁵ and thus remained unadjusted.

²⁵ This judgement was based in the idea that ‘rapid fabrication tools’ is a concept that is more clearly defined and easier to give examples of than much more ambiguous and abstract ‘service design’, and thus easier to understand and assess one’s experience with. The questionnaire included 3D printers and laser cutters as examples, whereas no explanation of ‘service design’ was explicitly given to the respondents in the interview situation.

Team 3 claimed to be the savviest in service design at 4.3, others following close behind. On digital fabrication tools teams 1 and 2 had most experience (3.80), 3 and 4 remaining on the ‘disagree’ side at 2.7 and 2.5, respectively.

Teams 1 and 4 who started using tangible materials from the second day on (and had the least previous service design experience), reported higher scores in categories Com, Mat, and Res, as well as the total score, than teams 2 and 3. Team 4 reported the best scores in all categories except Mat, where it placed second after Team 1.

Team 2 scored the lowest in every category, resulting in a total score of 3.5. Team 2 differs from the others notably in the fact that only one of the team members – the asylum seeker – was present full time²⁶.

The asylum seekers had more positive opinions about the workshop than the rest, when it comes to categories Mat and Res.

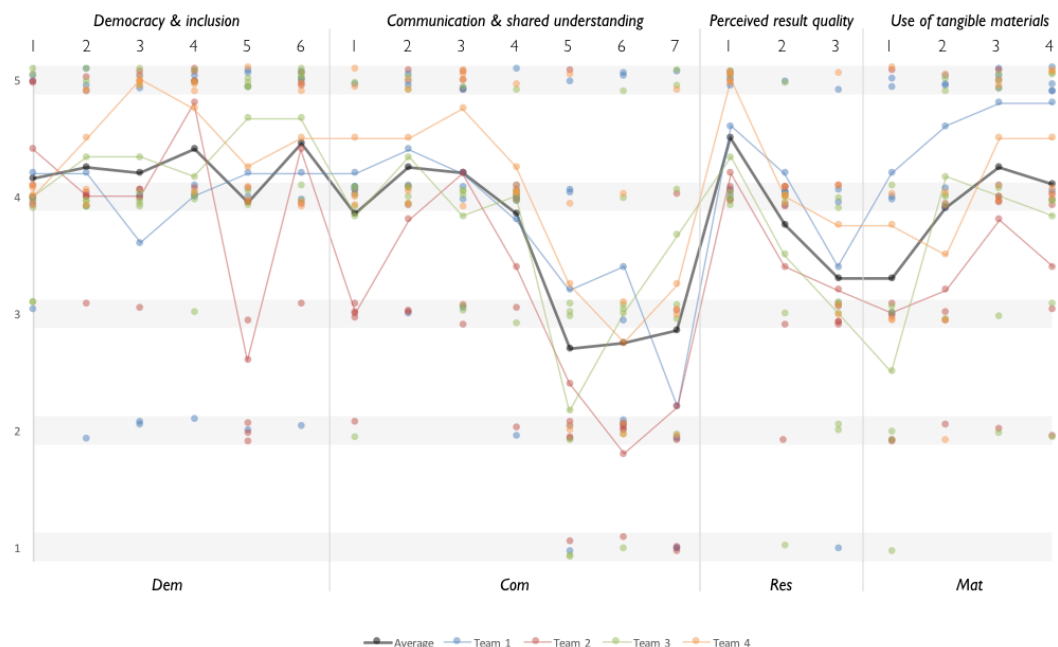


Figure 3.7: Visualisation of the questionnaire results. Each dot with a connecting line represents the exact average value of a team (Team 1: blue, Team 2: red, Team 3: green, and Team 4: orange), or all respondents together (black). Individual dots without the connecting lines are individual responses. The colour of each individual response is the colour of the team all team members share the same colour. Each individual's all responses can be investigated in appendix 7. The discrete values are separated from each other by randomly “shaking” within $-0.1 \dots +0.1$, to be able to see the them all, which means that the differences within the grey areas are irrelevant (except for the average values, which are exact). Response values for statements Com-5, Com-6, Com-7, and Mat-4 are flipped since they were stated in a negative form. Thus, the values are to be read as 1: strongly negative, 2: negative, 3: neither negative nor positive, 4: positive, and 5: strongly positive factor for the respective category. The greater the number, more positive response.

²⁶ Given that all asylum seekers were absent for the first half of Monday and the first two or so hours of each day for the rest of the week, the weak attendance was even bigger a problem for Team 2.

3.4.2 Democracy & inclusion

The first category, Democracy & inclusion (Dem), included six statements relating to the level to which each team member felt a valuable and equally accepted contributor, and approved of what the team achieved. Average values of all teams in the category were over 4, Team 4 topping at 4.50 (see table 3.3).

Looking at the whole category, Team 2 is the only one where the asylum seeker's score notably differs from the rest – and to the unexpected direction, being more positive than the resident team members. A good example is the statement about equality, 'I felt that all team members were equal' (Dem-5), with which A2 was the only one in his team to agree. The other team members thought they failed to include and involve A2 equally in the process, offering various explanations to why it happened.

B2: There were some gaps when we totally forget about him because we were so into the project. (i1)

AG: About each team member approving of...

F2: Well I'm not so sure. For example, A2 was left out of that thing. I don't know whether he really was of that opinion that it was a good thing or not. Which is, if this would happen in a client work, that the client representative doesn't approve it, but all the designers agree that this is good, that would be a complete fiasco. (i14, translated)

C2: I guess A2 was left totally aside really. So that was a bit like, of course an embarrassing thing from my own part at least. Or I'd almost like to lie and say no, A2 was all the time very equal, but the fact was indeed that perhaps we weren't able to, in a way... A2 himself was very shy – indeed he was very young. (i13, translated)

B2: I personally feel like I had to put a lot of attention on him, because his voice was kind of gone. -- So all the time we had to be like: What did you say? So, repeat? And all the noise around made it hard to concentrate. (i1)

A2 not only agreed with Dem-5 but also strongly agreed that he was heard in the team, something that B2 felt he was not. Observations and interviews reveal quite the opposite: B2 was really active during the week and sometimes took a leadership role (for example leading the 'energiser' activities for the whole workshop), whereas A2 was sometimes staying outside of the discussion, browsing his smartphone. This polarisation is further revealed in the Dem total score, which is 4.67 for A2 (best of all asylum seekers) and average 3.88 for the rest of the team (worst of all teams). Unfortunately, A2 was not available for face-to-face interview, and reasons to his deviating responses remain unknown.

In contrast to Team 2, Team 1 members' responses to Dem-5 imply A1 felt somewhat marginalised while the residents did not see such problems: A1 disagrees while the rest of the group mostly strongly agrees. However, while A1 maintained his disagreement with the equality statement during the interview, he did not mean that he personally felt marginalised:

AG: 'I felt that all team members were equal.' A1, you don't think so?

A1: Yeah, because each member has a different profession and each have, I thought, something better than me, they have better ideas, they can use tools. -- So each have their own personal profile, it's not equal. When we start to make the prototype, I like it, because we collect all these ideas to make a prototype. -- So each of us has his own idea but we share to make a prototype. (i7)

A1 was defining equality in a different way than the others, as the following discussion with A4 and A3 (who both agreed with all team members being equal) reveals:

A4: For me it's different. We are not [in] the same profession but we have the same contribution. So we are equal in contribution to the project – and this is what really matters.

[discussion goes on]

A1: Yeah, the answer depends on how you understand the question.

[discussion goes on]

A1: I say we were not equal, he said we are equal. But both of these ideas mean: this makes us strong. It is not a weak point. If we're not equal, as I told you, it makes us strong, to do our best. And he has the same thing: They are equal, but that makes them strong. So both of us – it's a positive point.

AG: Different in background but equal in contribution?

A1: Yeah!

A3: Yeah, I agree with A4. Because if you see background of education. I was, you know, they were different. But we have the same thinking and we are creating an idea. So everybody was having time and they can present their idea. In this case, we say so: everybody was equal in that case. Everybody has a chance and time to present their idea and imagination, then everybody is equal. (i7)

This positive interpretation of A1's response is further supported by his other positive responses in the category. Another similar case was A3's response to Dem-1, where he neither agreed nor disagreed:

AG: It seems that you [A1, A3, and A4] in general felt that your contribution was valuable to the team, but A3, you're not so sure about it, so how did you feel about your relationship in the group?

A3: All I can, yeah, it's, my relationship in the group, it was really so effective and it's good. But I think we can't say 100 % sure, I'm not sure, because this idea, I've been to Startup Refugees, so there were a lot of ideas, I think more than thousands of ideas. So from those ideas they took like 7 ideas, which [were] more valuable or effective to them. So because of that I can't say no that's 100 % we are sure about our ideas to come up, like really. (i7)

A3's response reveals that he was comparing the value of his (or rather his team's) contribution to the value of various initiatives outside of the workshop – not, as was the intention of the statement, assessing his personal contribution to the work of his team. Nevertheless, it is possible to read something like the sense of inferiority between the lines of A3's comment: 'I was, you know, they were different', and A1's 'something better than me'. No major differences between asylum seekers and residents in individual Dem statements were found in teams 3 and 4.

A couple of interviewees also recognised a lack of sensitivity. When some participants wanted to get information out of the asylum seekers within a constrained period of time, the design research started to resemble a police interrogation –

something that is likely to cause stress and summon up oppressive memories in the asylum seekers' minds. Again, these worries were not raised by the asylum seekers themselves.

In 11 interviews out of 16 the participants were directly, but in a casual manner, asked to name the team members²⁷. One participant mentioned the name of the asylum seeker first on the list. Nine of them mentioned the asylum seeker last, after the other team members. One of the nine had problems remembering how to pronounce and remember the name, and one interviewee mentioned him only after the interviewer repeated aloud the names he had thus far said. Finally, one interviewee did not mention his name at all (in addition to another team member she forgot). She did not appear to see him as an equal team member, although she later uses that term:

B3: I think refugees can come just for few hours, not all day. Because sometimes we just had some problems with, for example, our team member: sometimes he felt like he's more designer than we. Our refugee. Sometimes it was hard to make some decisions, because he thought in a different way. (i5)

Another participant voiced a similar kind of opinion:

B1: I was thinking whether after all it's a good thing that the user is all the time involved in the process, because just what I said earlier, that he kept blurting out comments that were completely unrelated, and they always a bit interrupted the thing... But it didn't come to my mind that he wouldn't be equal, because it was such a good thing to have him there. It's just a critique that one easily starts to think that it's not necessarily a good thing that the customer is all the time present during the process. How could I say it, it may be even an old-fashioned thought but in a way one doesn't, one gets the feeling that one is not able to do one's work, there's not a moment of peace to gather one's thoughts or to react to them. The reaction must be done in real time about what we should do now. (i3, translated)

That almost everyone mentioned the asylum seeker last on the list hints to them understanding the asylum seeker's position in the team as different from the rest. However, this does not directly mean they thought less or more of them, but rather that on that moment they just thought about them less. Reasons for that remain unknown.

Many participants also expressed doubts about whether the asylum seeker understood what was happening all the time. They mentioned the lower educational level of the asylum seekers, or a lack of experience in service design. There were sentiments that suggest they felt a responsibility to keep the asylum seekers up-to-date, something they did not consider the asylum seekers capable of by themselves.

B2: Him being there, it was nice. Though it took some time until I guess he realized what we were doing in there. So once again we were so eager to get

²⁷ For example, the interviewer would first ask generally about how did it go with the team, and when the interviewee started with a general evaluation, the interviewer said: 'Who were there in your team, by the way?'

information, we didn't have proper introduction to say: this is what we are doing, this is what's going on in here, this is what we're working on the entire week. (i1)

Team 4 had in general a very good collaboration experience. A4 was really liked and respected among the other team members, which is revealed by B4's account on how they choose their topic:

B4: We had disagreement whether we should focus on the boredom part, waiting time, or this mobility issue that they can't get to town from reception centre by bus or anything.

AG: So how did you choose?

B4: You mean how we settled the disagreement? We had A4 decide. Because he said something really important, that ultimate goal of every asylum seeker is to get a job. And of course it's nice if you, during the waiting time, can go to town or anything, but maybe something related in finding the job sooner than later is more important and would benefit them just more. I think that was a good argument. (i2)

Thus, across all teams in general, the asylum seekers neither explicitly mentioned considering themselves professionally or contribution-wise inferior to their teammates, nor voiced the concern of being left out, both contrary to what some of their team members insisted.

The teams experienced inclusion challenges also not relating to asylum seekers. Two respondents did not agree on having felt heard in their team. C1 reported the following, having shown up late one morning:

C1: So I don't think we had, or they didn't really have a dialogue with me in that 'Hey, when you were missing, this is what we did'. So for me it was like entering as an outsider, that's what I felt. (i4)

C1 had clearly the most negative opinions of all participants about the whole Dem category (2.83). C1 did not feel his opinions were taken seriously and did not think all team members approved the team's solution concept, by referring to it as a 'compromise'. Moreover, he was not sure whether he felt his contribution valuable to the team. His case is further investigated later on this volume.

Apart from C1, also B2 stands out as more negative than the others in his Dem responses. Even though some other respondents have almost as low average category score as B2 (3.67), his median (3.5) and mode (3) values set him apart from the rest. He was not sure whether he felt his opinions were taken seriously and whether he was heard in the team. The common denominators for these two participants, C1 and B2, were that they arrived late one morning, which caused problems, and that they were not students any more. Other non-students (including asylum seekers) did not notably distinguish from the rest in this category.

B2's low score in the category might be explained by the fact that the workshop was held as an open master's level university course, realisation of which made him less excited about the week. He and some other non-student participants saw it as a factor that lowers the quality of the work and the commitment of the teams to make their best effort:

B2: When you say 'a course' I already perhaps lower a little bit my standards. Because I know that my teammates perhaps aren't having the same experience... (i1)

Some graduate team members, including Fjord employees, also assumed the role of a mentor, supporter, or a facilitator:

B2: I don't want to be like, 'Ah, I have experience, you should listen to me!' I want them as well to come up with ideas, because they are part of the team, and that's ownership. So I'm like: 'OK guys, I don't know what to do in order to open your eyes, this is how it goes, but I cannot spend my entire life on that either.' (i1)

F1: My goal during this Makeshop was more like observational. I was trying not to get the main role in discussion and participation because -- this is more like for students to do something. So I was trying to support them for any kind of way I could but I was trying to stay aside. (i8)

F3: In my case I perceived my role rather as a guide, facilitator. (i8)

F3 also pointed out his observation, that the students' attitude towards the work was very different from the asylum seekers:

F3: ...team members are students. So for them it's just a project, just a way to learn. -- For him [A3], -- sometimes you could see he was very passionate about and he was very actively supporting everything he thought would be powerful to communicate the value of the concept. (i8)

On the other hand, students did not mention the workshop being 'just' a course or anything to work less for, although a learning point-of-view was emphasized with the less-experienced participants. Also the sense of responsibility was present in the students' comments, further undermining the assumption that for students it was 'just a project'²⁸.

D2: One really always strives for making a thing that may go further and which may grow into a big thing. I myself never do course work just for course work, but so to grow them into something bigger. (i15, translated)

D1: Sure we're going to get some nice projects, at the end of the day, maybe the refugees won't benefit at all from what we did, maybe they did. I hope they do. (i16)

All in all, B2's shifting position in the team may have been less clear to the rest of his team since the team included also one experienced Fjord employee. What is more, F2 was absent on Thursday, which, according to interviews, was a crucial day including actor-level conflicts in decision-making. Unfortunately, the interview did not capture B2's own reasoning behind his relatively negative responses to the

²⁸ A fact that adds to the value of these statements is that they came out unprompted; the students were not asked to comment on other people's assumptions about them not taking a course seriously enough.

statements about being heard and taken seriously. The events of Thursday morning in Team 2 will be covered in the next section.

To conclude, it seems that the use of tangible tools and materials did not have a notable impact on the democracy and inclusion of the teams: Teams 1 and 2 scored lowest, while Team 1 used tangible tools the most and Team 2 the least. It seems both the inclusion failures and successes stem from actor-level factors. Moreover, not only the asylum seekers but also others felt and in fact became at times excluded from their teams. The residents in general paid a lot of attention into including the asylum seekers, perhaps even to a patronising extent, whereas the asylum seekers did not appear to consider themselves inferior to their teammates.

3.4.3 *Communication & shared understanding*

The second category, Communication & shared understanding (Com), includes seven statements, which measured the development of shared understanding within the team, the team members' ability to articulate and understand each other's opinions as well as constructively disagree. In general, this category gathered the least positive responses of all, category average score being just slightly on the positive side at 3.49. Team 2 reported the lowest score at 2.97.

Statements Com-5, 'I had to ask my team members to clarify some terms they used', and Com-6, 'I was asked to clarify some terms I used by my team members', relate to the use of jargon. Every Team 2 member agreed with Com-6, and all but one with Com-5, which together indicate that some jargon was used. All asylum seekers agreed with both statements, whereas the residents across teams divide in their responses. However, the interviews reveal only few short remarks related to jargon, which – contrary to the numerical values – appears not to have been perceived as such a big communication barrier. Instead, yet another example of differing understanding of the statements surfaces:

AG: You were all asked to clarify some terms?

AI: I asked how they made, designed, I asked to teach how they use it, the laser cutter. We print names, some models with laser cutter, and I asked him to clarify and teach how to use it. It was useful to me, because I used it and 3D printed [by] myself alone. I record a video when [the studio master] was teaching and I checked the video after that. (i7)

This suggests that the statements were not completely understood and the numerical responses, when it comes to these statements, are not reliable in assessing the possible perceptions of jargon.

The statement 'We had disagreements during the week' was also understood in different ways, which must be noted. The idea behind the statement was to elicit deeper reflection during the interview, in order to find out, what makes a healthy, productive disagreement, and what is harmful, as well as to see whether the tangible materials played a role in disagreements and their resolutions. Therefore, the sole numerical value is not something to build much on in terms of theory. However, it is calculated as one factor of the category, out of seven, with its values reversed: the more disagreements, the lower total Com category score.

Another Com factor, 'We were able to overcome our disagreements' (Com-3), sheds light on the gravity of the disagreements. For example, in Team 1, C1 and F1 both reported lots of disagreements. F1 saw them all overcome, whereas C1 neither agreed nor disagreed with the statement. The three asylum seekers the author interviewed, A1, A3, and A4, saw the disagreements as normal, healthy argumentation where the weak and strong points of each opinion were exposed. Only A1 expressed some concerns about a situation on Wednesday, when his team was required to select which idea to pursue by voting. But in the end they all saw their disagreements – had they any – happily overcome.

Com was the only category where the asylum seekers got lower scores than the others, but a closer look at the statement-level values reveal that the difference was solely due to the jargon statements, which were understood in a different way and thus not correctly indicating problems in communication. Thus, asylum seekers continue in their relatively positive assessment of the workshop, compared to the residents.

Teams 1 and 2 reported clearly more disagreements than teams 3 and 4. Interviews show C2 and D2 mostly disagreed with each other, as well as a little bit with B2 (Com-7). In the end, only D2 reported having overcome the disagreements, while C2 and B2 remained unsure (Com-3). Disagreements between C2 and D2 went down to the level of personal values, according to C2.

C2: Even though with particularly D2 I had the greatest value problems, just because, when I talked with him about other things as well, I noted that we approach things with different values. Plus, we had quite an age gap, which D2 didn't necessarily twig, that I was much older than him. One could see in him this kind of young man's arrogance, if you like. And I'd argue that – well, this is a bit humanistic elitism – that these business students, they just have stern values in some way. (i13, translated)

D2: If our assignment was a bit like 'common good', I think it means for the whole world, then it was like let's do it so that selling something in a low price, something like offer a cheap service, so I thought I don't think that's common good. That this local bicycle entrepreneur wouldn't make so much money. But then it was like let's not care about that, we just had to solve this one problem, let's not think about the whole picture. -- But on the other hand it's not so good that I'm so limited that I start to think about how this all will play out, how all the answers, I don't know. (i15, translated)

Despite the rather fundamental disagreements about what is good for the society, C2 and D2 were working intensively on an interesting idea on Thursday morning. However, when B2 arrived about two hours later, a conflict started to emerge:

*D2: It went so that we told what our idea is.
AG: So B2 came and you were there and then you--
D2: ...and said that what have you done, we that we have here this kind of idea, then is, he doesn't understand, can you explain more, then we explained, the he just said he doesn't quite understand what the thing is.
AG: He just, you just kind of explained--
D2: Yes, many times and then he started to get frustrated, that I'm tired of explaining it any more.*

AG: Did you have anything written down and did you show anything to him?

D2: Yes, we did and we did try to visualise it. But it's true that it's pretty kind of abstract, if you think of it, you offer a brand, but on the other hand it's not horrible. But maybe it's different if, depending on what one has studied and what one is used to. If one has just been some, for example, graphic designer, maybe it's difficult, I don't know. Not necessarily. Well then we tried all kinds of [things], drew for example this kind of journey how it works: reception centre gets this guidebook or this package and all those ready those layouts and others for everything, for example website somewhere. But I don't believe that he didn't understand it for real, I do suspect that really he understood it a little bit [laughter]. He just didn't want take that idea of ours there.

AG: So what journey you drew?

D2: A bit like, so is it called something like 'user story'. An engineer would call it process diagram. A more user-friendly process diagram, is it user story or... I don't know. Such.

AG: I don't recall seeing it so was it with some... You wrote on those A4 papers with C2?

D2: Yeah but it wasn't very finished at all, neither...

AG: Yes, so...

D2: At the same time as one explains, yes.

AG: So just on some paper what was there.

D2: Yes, anyway, it wasn't a real user story. (i15, translated)

C2: That D2 and I, despite all our disagreements were able to advance our thing very well...

AG: When?

C2: Would it have been that Thursday morning. And then B2 came and immediately was of the opinion that what we had been talking about doesn't work at all. Or somehow he didn't get into it at all.

AG: What did you have for B2 to give, was it when you had that paper?

C2: We had a fine paper and you name it and yeah, there was all kinds of [stuff]. Frankly, I don't remember now and those papers don't exist anymore. But I don't know, it might have been that something occurred to himself that he had heard about this kind of thing, this could be applied here, so maybe he in a way overspecialised in his idea, that he wanted to push it through, and he managed to push it through eventually. But at some point I untypically even a bit lost it. I didn't start shouting or anything but I wasn't able to stay completely calm. Seldom I in any team situation, of course I can be pissed off, but...

AG: Almost boiled over?

C2: Yeah, started a bit. It's just that we're never getting anywhere because always, like... Very frustrating.

AG: But eventually you made it – what brought that about?

C2: I guess people just started to back down for each other's... that we began more to seek how to possibly integrate all these ideas, than that which one of these now is the best idea that wins this battle. In a way we embarked on looking for a peaceful collective solution.

AG: Did you nail down there and then in a way...

C2: I guess the time started to put a squeeze on, that we were forced to push, now we have to get something done and continue from there or else we will yet be here next week. (i13, translated)

B2's perspective to the events that morning was a bit different:

B2: I remember arriving late. I knew that the guys were working for morning the brainstorming session, they supposed to finish it up and we supposed to be working with assets in order to produce. So I remember, ok these guys work already in the morning I'm going to arrive there, and concept? I'm very eager waking up, coming here, and then I was pretty tired so... My face wasn't the most friendly one, and when I get serious with work I like to get serious with work. I was like 'OK, guys, how are you, hey, hey, tell me about the concept!' I've been working as an AD before, so I want to hear about the concept and want them to be nice and stuff. So when I'm listening the guys, one is saying something, the other is saying something else. When that happening again, the other guy's saying 'no, no, no, it's supposed to be the other way', the other guy's saying 'no, no, no, it's supposed to be the other way', and basically no one is in the same page. They have some kind of concept in the mind but they cannot communicate it. It means it's not clear. If it's not clear for them, it's not clear for anyone. So I remember being a little bit rash with them. And C2's personality is very artistic, and her face is like... Because other days I have been very kind and we were like bonding and nice and nothing is bad, and now it's like show time, and for me it's like OK, let's do stuff. I remember her face shakes a little bit. And D2's expressions was like almost palm face what the fuck, like I don't know... Because I told them, and where is the concept? That was nice, because at least they realised that they didn't have anything clear, there was not concept by then. that was a highlight in this timeline I would say. So, after that we start[ed] to work more and came back to the timeline once again to see! (i1)²⁹

B2: Until you [the facilitator] were there and we introduced you to the container thingy. Until there, there weren't, they didn't agree with that. They felt like 'Ah, it's too simple', this solution, or something like that. And I'm like 'Yeah, exactly! [laughter] When you get there and you what you think and you asking different way, perhaps they were on board and there was this rushy momentum when we have to [know] how will we explain this, let's create the assets, and I already had laser cut some things, it wasn't that tricky. It was rushy, I remember. As I said, everyone took some kind of role and start to produce it. (i1)

These comments suggest that the ideas C2 and D2 had before B2 arrived were not as clear to them as they both thought. A lack of physical representation or some kind of externalisation, other than writing, might have been helpful for them to first agree with each other and then present coherently to B2. F2 was absent on Thursday.

Tangible materials seem to have contributed to building shared understanding and communicating ideas to some extent. Team 4 members reported at least three such incidents. First situation was on Tuesday morning, when the team was building their physical version of the current user journey. In the first version, the time axis was vertical, with different locations the persona must visit scattered horizontally.

²⁹ From the transcripts it can be seen that B2 was confusing Wednesday and Thursday with each other, and even though he was commenting on Wednesday, his account is so similar to others' accounts on Thursday that it is interpreted as talking about Thursday. Moreover, SMS exchange between B2 and the author regarding him coming late that morning was dated to Thursday.

D4: ...there perhaps this a little Asian viewpoint came through and then this kind of, in a way, Western viewpoint, and how they, like, it was that kind of interesting [situation], that for B4, it was, maybe he found it a bit difficult to look at how it works because, then for C4, it went in a way the reading order was from top to bottom whereas B4 tried to read it from left to right.

AG: Time axis went from top to bottom for C4 and with B4 like this?

D4: Just like this. And for him it was somehow difficult. I just turned the paper and said well, take a look now – ah, okay, yes, yes! (i12)



Figure 3.8: Team 4 discussing about journey representations on Tuesday. ‘Time goes this way, and not down’, says D4, holding the paper in his hands. The first draft of the team’s journey representation is on the bottom of the picture. (Frame captured from a video.)

The video material, however, sheds a bit different light on D4’s account is above. Figure 3.7 shows a captured frame of the video, where the team is discussing about the representation, and the first, vertical version. B4 is shown on the far right leaning on his hand. Then D4 (second from left) quickly sketches another version of C4’s timeline on an A4 paper while explaining it to the rest:

D4: This is what she...

B4: That I get, yeah. (v)

However, the discussion goes on as A4 and B4 give feedback about the representation. Only then D4 actually rotates the paper 90 degrees and makes his suggestion to C4:

D4: ...time goes this way, and not down. -- People tend to see time as a kind of like line [gesturing a horizontal line with his hand].

C4: Ah, ok. (v)

After that, they wiped the whiteboard and in six minutes of further discussion C4 drew the first horizontal line of the new version of the journey representation.

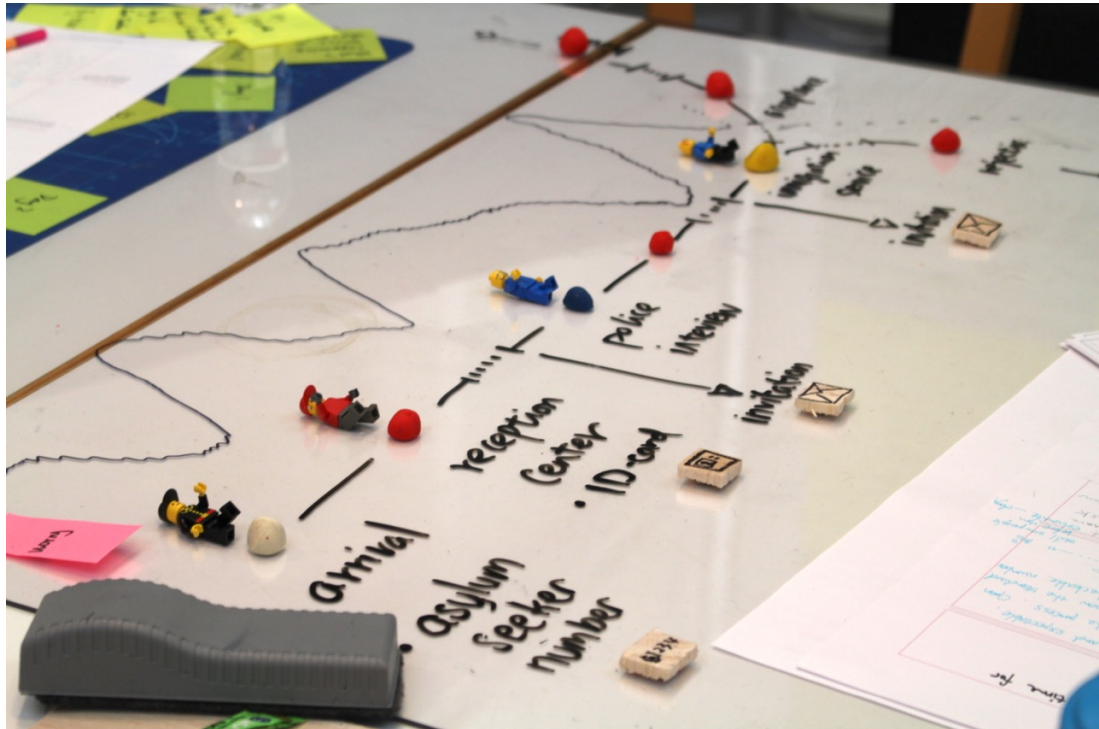


Figure 3.9: Unfinished version of the first semi-tangible journey representation of Team 4.

Second incident was later on the same day, when they had finished the journey representation and were ideating improvements to the current situation. According to B4, the team was somewhat stuck in discussion over the model.

B4: ...we discussing about making a web page where people can reach jobs etc., some other was saying that yeah but that's too expensive, or you can't work without the residence permit, it's hard to get. It was kind of going back and forth. (i2)

Then a facilitator (the author) paid a visit. The team members explained their visualisation (figure 3.8), about red modelling clay balls meaning stressful steps that are required in order to work, and the dashed lines which stood for long waiting time. The facilitator pointed out that some of the red balls were placed in the very end where the dimensions of the baseplate limited the visualisation and the timeline had to be bent in order to fit on the canvas. Those balls represent various kinds of activities that need to be done before an asylum seeker can actually start working, but at the same time cannot be performed before a positive asylum decision (the yellow ball on figure 3.8). The facilitator then suggested, whether it would be possible to move those red balls from the end to somewhere in the middle, where there's lots of waiting time.

B4: Then the idea was: we don't focus on working, but these certificates that makes working later on easier. Then everything fell on place. (i2)

B4 was also talking about some kind of key clue that the team got, probably from a facilitator, which led to a special moment where 'everybody agreed, and boom!' In the interview, however, he was not able to completely confirm that the facilitator's intervention described above was the 'clue':

B4: This clue that I'm thinking about, it was something somebody said. It made perfect sense to everybody and in a way included thoughts from everybody and then boom that was it.

AG: Maybe it was I saying your brilliant idea about moving busy stuff from the end to the waiting time.

B4: That might've actually been the clue -- Then the idea was [that] we don't focus on working but these certificates that makes working later on easier. Then everything fell on place. (i2)

The participants in every team were often playing with the tangible material, especially the Lego figures. The following excerpt from a video (figure 3.9) is an example where participants were creating shared understanding through play, while having fun at the same time.

C2: Now, fixing, fixing, fixing.

B2: Bom bom.

C2: Oh, thanks, this was great, now we're taking off [humming a fanfare].

B2: Now, take the bikes.

C2: I, I'm--

B2: Tandem.

C2: Alright, sorry [laughter]

B2: No, no...

C2: We'll bike away!

B2: That's tandem!

C2: [laughter]

B2: There we go, that's where you want it!

C2: OK [laughing], they are biking away.

B2: Cykla away!³⁰

C2: And he [the bike mechanic] collects, let's see, this one and this one and says--

B2: Yeah.

C2: 'Alright guys!' [makes a whirling sound while moving the mechanic away with the container]

B2: Kiitos, kiitos!³¹

C2: What's left behind is like--

B2: Awesome bikes. And the pit [stop].

C2: All there. These [spare parts] should like also like disappear some point and they say: 'Hey, this is great let's go biking'

B2: Yeah.

C2: And then they... [makes another whirling sound while moving the bicycles away]

B2: Yes.

C2: And hopefully like some other weekend the guys come and say like 'Hey! We found this old bike, can you fix it?' and they say... (v)

C2 and D2's play reveals that they were able to recognise peripheral issues, such as what to do with extra spare parts ('These should also disappear some point'). However, this play was not viewed as very beneficial, at least from the outside:

³⁰ *Cykla* is Swedish for *cycle*.

³¹ *Kiitos* is Finnish for *thank you*.

E3: Or then those wooden cut-out bicycles, I don't know, well, cycle figurines were missing, then from somewhere cycle figures were received, so they were able to think about bicycles. Again, I don't know how helpful that was for the team, from the outside it looked like that they just played with the materials, and then the benefit was just of the category than cannot be touched by hand. (i10, translated)



Figure 3.10: C2 and D2 playing with their laser-cut plywood pieces. 'That's tandem!' Frame captured from a video.

The journey representations were perceived as useful for focusing the teams work. Also B2, whose team was not using tangible materials almost at all found it helpful, even essential for their process:

AG: ...the way that you came converged to this crystallised, this concept, was, you were discussing, but did you use, well you used some Post-its and wrote something on paper?

B2: I think our main tool for getting on to the same page on this one, it was the timeline thingy. Because it helps to realise where exactly we want to approach or focus on of the story. That was the main one. (i1)

B2 also thought that the tangible materials played a role in helping A2 realise what is going on:

B2: So yeah, pretty much at the end -- he realized it: 'Oh, this is happening! The discussions you are having, they are physically there, concrete, that's awesome!' He was really happy, I guess, and amazed, perhaps.

AG: Do you know what led into that moment that he realized?

B2: I think pretty much the last day. -- Because when he's realizing that things are, let's call it the composition, getting all the pieces together, seeing that something is cooking there. I believe that made him realize what's happening. When we had on Wednesday this printing, laser cut, we came out with some pieces, perhaps he already got a hint of, perhaps, what's going on. But since it was more about prototyping and try to use tools over there, he didn't get it by then. But then, when were start[ed] to get the pieces, we had all the concepts

and stuff, then I guess it was the momentum. At least it was the day when I hear him saying: 'Oh, this is good, this is happening', on Friday.

AG: When you were talking about 'pieces coming together', do you mean wooden blocks, or on a conceptual level?

B2: Yeah, like wooden blocks and how this story is built as well, let's say, on the paper. We have to make some kind of milestones, or this storyline that you guys suggested, so I guess through that as well, and obviously he can read English and yeah, I guess he figured out himself. (i1)

Team 3 had a similar kind of experience. However, in B3's opinion, the main way for A3 to understand the team's idea was that he was able to place himself in the user's position, not necessarily the tangible nature of the user journey representation. However, as the journey employed Lego minifigures representing users, that might have helped A3 to imagine himself in that position.

B3: I think that at the beginning maybe there were some misunderstandings between us, he [A3] maybe think that we want some volunteer work for them and they don't want to work for free. And after he probably understood that it's not just work, it's skills and they can find better job after this course.

AG: What made him understand that?

B3: I think that user journey. Because we started to draw everything, and yeah, maybe he started to understand.

[discussion goes on]

AG: What do you think, in this user journey on Wednesday, what was the magic which made A3 understand? How did you make the user journey?

B3: I think that he, for example Wednesday we thought that also other refugees can teach other refugees. He started thinking maybe he can teach someone cooking et cetera. And I think he thought this way that he can teach someone, and he starts [to] understand this idea. Because this idea is that some refugees can teach other refugees and also other refugees can participate in some courses, but the courses are not just created by people from outside but also [by] refugees. Because at the beginning we had the idea that we should just have people from outside, some professionals, but we started to understand that we need a lot of money. A lot of refugees already have some skills and they can teach each other. But our idea from Tuesday was also in our customer journey because we also had this path that refugees can find another people and create a team and a start-up or something like this. (i5)

Tangible materials also played a role in confusing participants. Team 1, while making people in other teams jealous with their interactive desktop model, had its own issues with shared understanding and communication, especially between C1 and the rest of the team. During the week C1 was observed being absent from the workshop for short periods of time every now and then. The problems were somewhat visible in the questionnaire data, and further exposed during the interview discussions.

B1: About C1, I don't really know, as he always somehow disappeared somewhere. And then we all thought that all the time he was making that kind of board³² that

³² B1 uses the Finnish word 'planssi', which does not have a direct English equivalent. The word can mean an intertitle in silent film, or some kind of an informative board with text and illustrations, often

would be attached to the slab, which had some info and some journeys and the like, that support the prototype. Then it didn't happen. It's still a bit mystery to me what C1 has been doing, as he has a bit that kind of a habit that he disappears somewhere. (i3, translated)

D1: Some days I just had no idea where C1 was. He would just take off for an hour or two and then come back, and then not really listen to what we were trying to say. And then he was kind of talking about the same concept, like, confusing. (i16)

D1: He spent a day and a half doing some kind of like, he's trying to make a background for our concept starting on Thursday morning, like MDF piece—

AG: The wooden block you had. So a background to that?

D1: He was going to make a print of something.

AG: A poster?

D1: A poster, yeah, that would sit on top of that.

AG: Who's idea was that?

D1: His. [laughing]

AG: And you're laughing?

D1: Well, I had no idea what he was doing the whole time, and neither did B1 really. And in the end he spent so long doing that just off in another room and... In the end it was 3 little pieces of text block that were just sitting on top of the thing. And I don't know, the text he wrote didn't even make sense for the concept, and... Then, not only that he was spending, he was sort of in charge at first editing the video, and then 45 min before the presentation I went in and kind of watched the video, and it didn't make sense at all. Everything in it was in wrong order. That was the only thing that matters, like this happens, this happens, this happens, and there is text that kind of followed but it just... was in wrong order. And so I saved it, I guess, sort of, and, with that, like didn't really have any presentation, or didn't have time to watch it before... It took us a long time to get a video camera, so that was partially something that had to do with it. (i16)

As for A1, he saw the unfolding of events in more practical terms, without referring to any conflict between C1 and the rest:

A1: When we start to make the prototype, I like it, because we collect these all ideas to make prototype. C1 went to do something like cartoon models on paper, we tried to put it on piece of wood. But it doesn't work, we could not print, because size was not equal to the piece, so we cancel[led] the idea. (i7)

To find out where the problems started, a glance at the past is required. On Wednesday, Team 1 had not made a clear decision on what to do, even though the overarching topic of restaurants was set.

F1: In the middle of Wednesday we also came up with nothing. We didn't know what to do. We -- had a lot of ideas and we did not know what to do. This also was our problem, so that's why we had this small election. (i8)

used by architects. The latter definition is closer to what B1 is referring to. Elsewhere in this volume, including other Team 1 members' comments, the object B1 is talking about is referred to as 'poster'.

The vote resulted in an event concept where refugees would make food in 3rd party locations. C1's suggestion about an interactive menu card did not succeed in the vote. Next day, C1 came late and realized:

C1: Whole concept had already changed, when I came 10:30. So they had already discarded the restaurant thing for making this interactive table thing. (i4)

What C1 supposedly refers to, is the change from arranging an actual pilot dinner event at the reception centre on Saturday at the end of the week (which happened to be the official Restaurant Day), to creating the physical service representation with the available materials. Some discussion about arranging such event was observed, but it remained unclear for the author whether that was decided upon, or was it just an example. It is unclear whether the pilot event would've been an alternate way to prototype the same conceptual idea of mobile platform for ethnic pop-up restaurant events, or actually a way to prototype something else. A1's account on Tuesday hints at the direction, that arranging the dinner event would be a separate idea from what eventually became Restaurant Friends. However, from the recorded material it is not certain that he is talking about the pilot event or the conceptual idea:

A1: We decide to find something easy to [start] with, it is the restaurant. Because we have all the tools that we needed, and it is so easy to get the hygienic passport or the permission of the work, it's easy to get it. So we just, the only thing we needed is just the place, this is the problem that we had. (i7)

A1: Firstly, we decided to have our own place, but costs, it will be so expensive and so hard to get it, and when we said like we're renting a place from someone, so it's so expensive, especially at the beginning, so we decided to make inside the camp.

AG: Was your last final concept about inside the camp?

A1: Yeah, we decided to make inside the camp firstly, or outside but it's not renting. We just share it for free from somebody. (i7)

For C1, however, the shift was a drastic one. The interview with him revealed that all along he had his own agenda:

AG: About this approving of the solution concept -- not necessarily the model you built, but the idea basically?

C1: OK, so here's the twist, big twist! So we had this concept. So the way the concept was represented was as a service prototype walkthrough. So they looked at it as a walkthrough, like the presentation, was presenting this as walkthrough of an app. OK? So they wanted to explain how the app would affect the ecosystem around the refugee asylum seeking by using this. So for me, this was the product, not the app. The app was like whatever. For me, this board was to be kept in every organization so that they can see something outside the internet, and they can see the moment they put their phone there, the app, or whatever is the trigger, will basically activate these LEDs wherever the activities are happening. So these were like metaphors for different organizations related to asylum seeking. So for me this was the product. And in the final concept presentation we didn't get time to discuss all that. So in the final product presentation somebody had made like this app thing, so here's the app, which will solve this problem. But for me this was the solution and the problem, everything, like, this was the product for me. So I have a different thing in mind.

AG: OK. Do you think that all your team thinks the same way?
C1: No. I haven't discussed. (i4)

Such a difference in the conception of the relationship between what the team was physically building and what the final solution in the team members' minds was had a variety of negative consequences. It resulted in the aforementioned poster dispute and D1's last-minute video salvation operation. But what caused this difference? One reason identified was the lack of communication between C1 and D1, which C1 brought out:

C1: And that's why I was making the poster also. Because -- there was one more thing in the poster, that I haven't been telling you, but like, for me, this was basically how I sketched out the poster when I discussed [C1 is showing his sketchbook to the interviewer]. OK, D1 didn't see this, this was the problem, but I had been sketching out various concepts for the poster, and for me there was the information layer on the poster and at the back there was like a cartoon that I wanted A1 to make. -- Maybe that's where I didn't communicate well with them -- for me it was like, OK, somebody in the reception centre actually presses this switch, maybe, and then you actually see the things lighting up. (i4)

One reason for D1 not seeing C1's sketches was that C1 had drawn them on his own sketchbook instead of using the common materials distributed to the team. In addition, C1's own view of the design process and team psychology played a role:

C1: It might sound really weird, but, you know, sometimes when I even enter the project I have the end product in my head, like, already clear. And then the actual task is to, sort of like go through the design process and pull these bars, tell the people to have this, it's almost like playing a movie or theatre show. -- I'm not saying like I'm manipulating anyone towards that goal but some designers might have that kind of process, some might have a linear process, A to B. And I'm somebody working all the time B to A. All the time. (i4)

C1 gave two external reasons for the misunderstanding. According to him, the variety of tools made the team split tasks very easily and at the same time they were not working on the same table any more. Also he would have preferred sharing contact information to be able to communicate from distance, also outside of the workshop space and off-hours.

C1: I guess there was no time for me to have a dialogue to say 'I'm seeing this as a product', so I think that's where maybe... because there is so many tools, people split very easily and we are not on the same table. (i4)

C1: But obviously it was also my mistake that I didn't follow up next day early morning what's really happening. And I think that was one problem, that we didn't share our emails or contacts or anything. I could have called them up like 'What's happening, I have this idea.' (i4)

This division of tasks seem to have allowed C1 pursue his own agenda, resurrecting parts of his previously discarded interactive menu card idea, by making the poster alone in a separate room from his team members.

C1: Sometimes when somebody is engaged to their own idea or whatever it is and when the communication is missing I just try to divide it so that I do some part

and you do your part and we will just join them together. So that's why I ended up with the infographic poster idea, that let's split it into two parts now and do it separately. So I don't know how they made that jump as such and who was telling them.

AG: When you were suggesting this infographic thing, did you already then have the idea that the board is going to be the product?

C1: Absolutely. Actually a little bit before also. But I didn't, because the restaurant idea was so far-fetched from that, I didn't have a chance to say that, in a way, but it was in my mind. Because a year ago I was actually prototyping these things here in the Fablab, trying to mix electronics with information poster, so for me that's always been in the back. So I was really happy to see that as end product, so yeah I had it already. That is true. (i4)

He saw the shift from Wednesday to Friday as a miraculous coincidence, and a good chance to push his idea to the rest of the team.

C1: In this case it just happened by miracle that they ended up quite close to what I was hoping for. It wasn't my work. (i4)

C1 said only F1 may have understood his idea. However, that might be a combination of two misunderstandings. Firstly, as noted above, F1 considered her role as one of a facilitator, letting the other team members make the important decisions and mostly supporting them. This might have resulted C1 perceiving her reactions and comments as supportive in a wrong way. Secondly, F1 wanted to utilize the space and tools, and considered an artefact-level prototyping preferable over service level. Therefore, she also disagreed with statements about approving of the concept (Dem-3 and Dem-4). Thus, F1's stance might have given a boost to C1's ideas.

F1: I think maybe we should concentrate more on practical things and to do some, like, real things, because the topic we have selected, you cannot do much except conceiving and ideation. That's it, and of course the demo, presentation we made, that's the maximum we could have achieved in a bounds of a Makeshop. But [in] my opinion it would be more practical or more, it would make more sense to choose some other topics to do some practical things. For example, I don't know, like button or whatever, or kind of like practical service. Not just ideation or conceiving like that. So that's why I was slightly disagreeing with the team, but that was the opinion. Because I wanted to utilise the equipment, to utilise the chance to be in a Fab Lab --. But after all we actually found lot of ways to utilise the 3D printer and the laser cutter and stuff like that, but at the beginning we got this idea, and we started to proceed with this idea, it was such unclear why we are here with that idea. We cannot do much here with that idea. I mean Fab Lab with so many equipment, interesting things. but later we started to do Arduino stuff and made some sense. (i8)

Despite C1's differing views, the team proceeded with the model they had decided on Thursday morning. It may be due to them having the concrete piece of wood, electronics, and props on the table that, in a way, fixed their decisions and made it more difficult for one team member to change. Interestingly, C1 tried to make that change by modifying the physical manifestation of the team's ideas, adding the poster, as he was not being understood verbally.

All in all, there were lots of situations where tangible materials played a role – a negative or positive – in facilitating communication and helping create shared understanding. Incidents where the tangible materials helped visualise the abstract and facilitate communication were identified by some participants unprompted, but the materials also caused confusion since at least one person saw the team's interactive desktop service representation as a physical product, which resulted in frustration and conflict. However, the common denominator for the most severe communication problems, or conflicts, was connected to individual team members showing up late or spending time outside of their team.

3.4.4 *Using tangible materials*

The third category, Using tangible materials (Mat), consists of four statements, dealing with the participants' perceptions of the usefulness and approachability of the tangible tools and materials they were provided with in the workshop. What the teams actually made with the tools is not covered in this section. Instead, that can be found from sections 3.3.1 and 3.3.2.

The tangible materials can be divided into two categories that this study calls 'toolboxes': The 'Fun Toolbox' contains the material set teams 1 and 4 were provided with from Tuesday on, including, for instance, soft modelling clay, Lego figures, and balsa wood pieces. The 'Fab Toolbox' includes the digital fabrication and rapid prototyping tools and facilities of Fablab. From the Fab Toolbox, the participants mainly identified and used the laser cutter and the 3D printer. The laser cutter clearly stood out as being perceived more useful and approachable than the 3D printer. Each team used some laser-cut acrylic or plywood elements in their concept representations, except Team 4, who instead created a mobile app UI prototyping tool, which included a large-scale laser-cut plywood smartphone frame and some common mobile UI elements that could quickly be placed within the boundaries of the empty screen area. This tangential idea gained a positive remark also outside of the team (see i14 in appendix 8), even though it was barely used during the rest of the week, since the team decided not to concentrate on making a smartphone app.

Unsurprisingly, Teams 1 and 4, who had one additional day to use tangible materials, reported higher scores on Mat category than teams 2 and 3. Team 1, whose final service representation was technically the most advanced of them all, gave the most positive average responses to all four statements. In general, the statement 'Using the tools and materials provided made sense to me' (Mat-3) gathered most positive responses (avg. 4.25, SD 0.94), whereas the teams were much less convinced that they 'made a good use of the tools and materials provided' (Mat-1; avg. 3.30, SD 1.14).

A question remains, why the teams did not make a better use of the tangible tools and materials, even though some of the participants would have liked to and the participants in general thought the materials made sense to them? And if they did not use them, what still made them want to use them in the first place? The interviews revealed in principle two kinds of reasons against using tangible materials, hereby referred to as the 'methodological' and the 'practical'. Some participants gave methodological reasons for why they had decided not to use the tangible tools and materials, whereas many talked about practical reasons that made it difficult to get

started, even though they would have liked to. Also reasons to view the tangible materials in a positive light are in this thesis divided into *aspirational* and *experiential*. A summary of reasons for and against the use of tangible tools can be found in table 3.4.

Two critical respondents, E3 and F2, stand out from the comparison. Their Mat category score was only 2.00, while the rest scored between 3.25 and 5.00. E3's scepticism is partially explained by his absence during Wednesday, when the teams were given a tour around Fablab, the Fab Toolbox was presented and the Fun Toolbox was opened for all teams. Both respondents gave methodological arguments against using (more) tangible materials in the context of the work of their team.

Many interviewees tried to rationalise why they used less of tangible materials. The usual argument was that using tangible materials somehow did not fit together with their team's abstract, intangible service concept. Some of these methodological arguments were vaguer, some more informed.

B2: I would've loved to play with these [Fun Toolbox], certainly. But since our concept was not related to that, maybe I didn't feel either [just like the rest of the team didn't feel] the feeling of 'OK, let's play with these'. (i1)

D2: They [Fab Toolbox] were difficult to utilise, because nobody wasn't making any concrete like that, like, it's difficult to concretise such a very abstract idea. (i15)

E3: That abstract concept, it wouldn't have improved even we would 3D print a teacher behind a desk. It wouldn't in any way, such physical, tangible thing, make it easier, maybe, the discussion. (i10, translated)

AG: What was there in the concept, in a way, why wasn't it really [represented with tangible materials]?

D3: Maybe it has to do with that this is quite... based on immaterial things. I mean, teaching and exchanging skills, in a way nothing happens there. It requires a physical space to teach and such, there are dealings but there aren't any objects that would strongly be linked to this concept. So perhaps we didn't consider it necessary to make such wooden things then. (i9, translated)

F2: I think it remained artificial, the connection that why this abstract concept work that is unrelated to any physical object was done by this kinds of means. For example, 3D printing or laser cutting, didn't necessary feel like... it would have been the same to use PowerPoint. And none of the electronic things we used in any way in this work. They were a bit off; I don't know if we could have tried to push it that way but it felt like it wouldn't have been natural for the advancement of the team's work.

AG: What was the reason that it wasn't natural?

F2: Well, maybe we didn't all the time figure it out that why should a service design concept be presented by laser cutting instead of for example making a poster. (i14, translated)

The participants' thoughts about service design and prototyping played a key role in the discussion. The notion of prototyping emerged quite often during the interviews, unprompted, when discussing tangible materials. For many participants, prototyping strongly related to digital fabrication, that is, Fab Toolbox. Only Team 1 solidly

considered their desktop walkthrough journey model as a *service* prototype, which was probably helped by the fact that they did use Fab Toolbox quite a lot. For the majority, however, the concept of (service) prototyping remained ambiguous during the interviews.

D1: We used different -- materials to -- prototype our service landscape. (i16)

B2: When we had on Wednesday this printing and laser cut, we came out with some pieces. Perhaps he [A2] already got a hint of, perhaps, what's going on, but since it was more about prototyping and try to use the tools over there, he didn't get it by then. (i1)

Team 2 did not use tangible materials to create a service prototype in the end, even though B2 and C2 were observed and partially videotaped playing³³ with their laser-cut plywood props in a way C2 referred to as prototyping:

C2: But I'd say this prototyping, how can you prototype something that's not physical?

AG: How did you succeed in that? How did you prototype that thing of yours?

C2: We just had the laser-cut figures that we were moving around. (i13, translated)

Usually the respondents referred to prototyping solely in the artefact level, mentioning physical objects, devices, or 2-dimensional screen-based software UIs. Since the tangible materials are linked to prototyping, and prototyping does not exist on service level, there was no connection between the tangible materials and intangible services. F2 exemplifies this reasoning well:

AG: It felt artificial, the connection, you said, to abstract concept work, it was a service concept or a campaign that you were designing?

F2: Yes, so it was not in any sense actually intending to change into something physical, or that we were not designing some wearable technology related thing, or something that would be perhaps more natural to make prototypes consisting of these kind of items of. (i14, translated)

F2: These all boil down to the same thing, that were it 3D printing or laser cutting or whichever of these material things, that is it in the end, the basic belief that service design benefits from this kind of physical approach is, in my opinion, still unclear, that is it really so. Particularly when it's not about designing a thing of physical nature. Because in a way if we again think about, that the prototype we are making should with least effort possible to reach a maximal fidelity, or that it bears as much resemblance as possible to the end product-to-be. So if it's known early on that the end product-to-be is, for example, a mobile app, then any picture is much more accurate representation of that, than for example a modelling clay figure, because in the mobile there is no modelling clay figure but a picture. (i14, translated)

As the comments of F2 reveal, he is well aware of recent developments within the field to try and include physical objects in service design work. However, he remained sceptical since he requires a prototype to bear resemblance to the final

³³ C2 and D2's play is discussed in the previous section, 3.4.3.

product (he was not using the term ‘service’ at that point) – which in his experience usually is a 2-dimensional UI. Because of his artefact-level conception of prototyping he seems to think that services that include physical artefacts are easier to prototype with tangible materials than screen-based services, that are best prototyped with other 2-dimensional representations, such as paper sketches or pictures. Also Team 3 prototyped a mobile app touchpoint with a digital prototyping tool (InVision³⁴) instead of tangible materials. VOK Bikes, being a campaign concept, is even more abstract and thus even less natural to prototype with any physical material. Moreover, in their case he saw physical objects, such as the little plywood bicycles, more as distractions than useful items:

F2: At some stage those wooden cut-out bicycles came about, those physical objects but then they didn't, well, they were nice but in my opinion they didn't lead into clarifying the concept, it was just a little like material porn there, in a way, without a greater connection to that it would help to solve a problem. Or well, I always think that the purpose of any prototype is that you have a problem or a research question that you then try to solve with the prototype, or present that here's the solution, and then we see if it works. Then again if the work that we do produces a final bicycle that has nothing to do with the thing, then it's a bit like extra, a decoration there that isn't connected to the headwork, that we try to solve an unclear question. OK, for example in our project, it wasn't a question whether we had bicycles, or there was no confusion about that a bicycle looks like this, but more that how they move around there and who does what, and then that was in no way presented with the physical bicycles there. (i14, translated)

In his view, ‘prototyping’ tiny bicycles with laser cutter made no sense, since everybody basically knows what a bicycle looks like. Also D2 referred to the triviality of a touchpoint, where he said that making the bicycle repair ‘pit stop’ out of modelling clay would not be necessary since the looks of the pit stop were not important (i15). An interesting point that F2 made was that they did not use the cut-out bicycles to demonstrate how the bicycles would be moved around and ‘who does what’. That is true, in was not included in their presentation. Nevertheless, his teammates did play with the bikes to discuss exactly those things, as is described later in this section. When solely talking about tangible materials, aside from prototyping, F2 begins to describe what could be called tangible service modelling, idea of which he in principle has nothing against:

F2: Thinking from that perspective, the use of these materials or method must have to do with something completely else than outlining the appearance or the final format. Rather [it must have to do] with presenting logical connections and information flow and things like that. And why not, certainly that's essential as well and especially in the early stage may be much more important to conceive such things. (i14, translated)

F2: I do see potential in this thing, in itself, but I personally haven't yet experienced it perfectly that it would work. (i14, translated)

³⁴ <http://invisionapp.com>

So the question remains, why his team did not choose to utilize the available materials to build those logical connections and information flow, even if he saw the potential?

F2: Well I don't know. It just didn't, the moment never came that we would have gone there. Perhaps it somehow felt that it was going forward better just by writing and sketching. (i14, translated)

F2: Somehow forcing everything to this tinkering is not necessary always reasonable. Or for me it doesn't feel natural. (i14, translated)

To conclude F2's methodological outlook, his artefact-level conception of (service) prototyping appeared unfavourable to service-level prototyping with tangible tools, especially when services are understood in a wide sense, as was the case with their VOK Bikes concept. Nevertheless, he sees value in approaching abstract service concepts with tangible materials. The moment to try that approach just 'never came', the practical reasons of which are discussed later in this section.

Not all participants who used tangible tools less than originally intended restricted the notion of prototyping to artefact level. Some respondents moved also to the service level. For example, D3 named both their desktop user journey representation and the mobile app UI mock-up as prototypes.

D3: Well then we had a whiteboard where we drew different points with markers and in a way built a user journey on the whiteboard, how it proceeded and then the phases. It was actually our final prototype.

AG: I see. As I recall, you had the mobile app?

D3: Oh yes, we had that one as well, an InVision prototype. (i9, translated)

His team, Team 3, had the highest self-assessed knowledge and experience level in service design, which was revealed as they wanted to take a role-playing approach to service prototyping instead of the suggested desktop service walkthrough. The participants were interested in going back to the reception centre to prototype their service there (which did not happen due to practical reasons). That is why their methodological reasons for using less of the tangible materials were slightly different from those with an artefact-level prototyping conception. Interestingly, despite the alleged service design experience, the Fablab space itself seemed to direct at least C3's ideas about prototyping, to the extent that it could have affected the content of the idea itself.

AG: What kind of concept would have been some that you would use the materials more?

C3: More simple, more concrete one. Our idea is like a system, so for system you cannot just easily grab some tools. How could you prototype a skill camp with clay or something? -- But if it's more concrete or more small or simple idea. Maybe a small event of this [system]. We will not [be] focusing on whole journey here, we['re] just focusing on maybe the course. Then [it] would be easy to use some of them. Maybe we were talking about the workshop things like knitting, weaving, maybe cooking, then we can use it.

AG: How?

C3: We can assume that some things like, there is this kind of things for ceramic things [clay modelling tools from the sample Fun Toolbox], we can use for

ceramic workshop. And also, I don't know, just depend[ing] on the course itself that we can use them. There's physical interaction. The asylum seeker can do something with the tools we found here and we can film it, then it's quite simple concept that we can interact with. (i6)

E3: We didn't see the need of doing arts and crafts³⁵ about the idea.

AG: In what kind of situation they [tangible materials] could be useful?

E3: Perhaps if we would do a physical thing. Then working the prototype into a physical thing. Then I would clearly see benefit. But we didn't have any such touchpoint or artefact that we would have had the need to model, so we didn't model, didn't use the materials. (i10, translated)

AG: You mentioned prototyping there, so how would you begin to prototype this?

E3: That idea I would begin just as I said to the FRC employee that this refugee in our team can now speak English and Arabic. What if he would give an English course to them. That would be in a way a step one that it would be prototyped. That we take a really simple maths or reading that someone there knows how to do, and then tell the other, 'hey, can't you read, come here'. And because it would require an empty classroom and then that someone tells those people that 'can you read, teach it to others' and the others 'can't you read, go to learn'. In this way we would perhaps obtain information about whether it succeeds, do they need something else to support them to make it succeed, or does it work just like that. (i10, translated)

F3 thought the team's intention was not to represent the student journey but instead describe the whole service process, and therefore he did not think one touchpoint, such as a peer-to-peer learning situation in a classroom, was important to model in detail.

AG: But you didn't make a miniature classroom on your table to play the situation on the table?

F3: We could've done it but what's the value? Playing like... Basically it's like a traditional classroom. -- If you make a real shoot, real life quasi shoot video. People can see it their own eyes. It's easier to perceive and to internalise it. So they might actually impersonalise [rather: impersonate] themselves with these people and they can feel what they feel and they can see what they see and imagine what it would be. When it's just Lego and a table top, it's not powerful enough to give this impression. But it's my opinion. That's why I don't see very much difference between working the Lego figure on the table top and making it more complicated with the classroom.

AG: OK, so you don't see much difference between this kind of Lego walking the abstract journey points and Lego walking in miniature real presentations and real situations?

F3: I wouldn't say so. In our context it was the case.

AG: OK. What made your context?

F3: If this, when you have these representations, they are impactful if the representation itself might influence the outcome of journey. If it doesn't, then whatever you do it or not, it doesn't make any difference. That's what I think. In

³⁵ E3 uses the Finnish word *askarrella*, which doesn't have a direct equivalent in English. The term refers to tinkering with materials, such as papers, scissors, glue, and so on.

our case, as I said, it was a classical classroom, so that we didn't need it. the experience is quite clear, straightforward. (i8)

Thus, participants who saw prototyping first and foremost as an artefact-level activity did not see the point of using tangible tools if their service concept did not include any interesting artefacts to prototype. Those who were more familiar with the notion of holistic service prototyping did not want to prototype the artefacts, either because the artefacts were trivial or they wanted to cover the whole service, in which case they preferred a live-acting based approach to service prototyping over desktop service walkthrough.

In addition to the methodological reasons described above, there was a variety of practical reasons which prevented participants from using the tangible materials to the extent they would have liked to. The most often mentioned reason for not using the tangible tools was the lack of time. This was also the main reason the asylum seekers pointed out. The tangible tools and materials, especially those of the Fab Toolbox, were perceived as slower to use than the traditional, paper-based methods and verbal discussion. A varying amount of hesitation occurred often before making use of Fun Toolbox contents. For example, D4, despite his design background, did not find it easy to start working with the tangible materials (Mat-2):

D4: I found using them difficult when the time is scarce, there's no time to learn how they could work and then it's really difficult also to develop from that, how you would out of those... Because when the point comes that the schedule is so tight and then you're supposed to present something, I feel that then it's best to concentrate on the essential things that have to be completed to be able to deliver the message. Because it easily happens that you just concentrate on the small things and the final message remains halfway back. (i12, translated)

Another reason for the hesitation – aside from the time pressure – was that team members did not have a clear concept in mind to start building. This example is from Team 2:

B2: Since we didn't have a concept, a clear concept, where everyone is on the same page and understand, it was kind of hard to visualize our idea in a prototype mode. So therefore even if I would grab some pieces at least I would felt like wasting my time. Because the other team members would say 'what are you doing? This is not related whatsoever!' OK, I don't know, I just did something because I felt I had to do. Which is great, because that unlocks more ideas and such. That's why I felt I couldn't prototype before having the stuff more crystallized. (i1)

Controversially, the video recordings show that the teams spent relatively long periods of time discussing where not much visible happened. It might have been more useful to try 'thinking by building'³⁶ to actually help make the concept more clear and even save some time in the process, as F2 ponders:

³⁶ 'Thinking by building' or 'build-to-think' is one phrase that is used to describe what the Fjord Makeshop approach promotes (Trom 2015; Jones 2016; Kalantari 2016).

F2: Now that I'm retrospectively thinking about it, it might be possible that in some spot it would've been better to intentionally push the thing so that this is not moving on well enough, so let's try to open the locks of the thinking by grabbing some modelling clay. (i14, translated)

The time pressure intensified for Team 4 on Tuesday morning as they unintentionally created their first user journey representation twice: first with sticky notes and then with tangible materials on a polycarbonate board³⁷. B4 expressed confusion because of that, to an extent that he did not feel motivated to start working with the tangible materials to redo the journey (i2). Also D4 was hesitating because of an unclear assignment and that in his opinion the same message could be conveyed in a 2D format. However, they reached a solution which they ended up being happy with.

D4: We were in the team that went there [to another room] and we had to make that three-dimensional that... I found it a bit problematic that what is the three-dimensionality and what do we want to give through it, because it should bring the extra weight to be worthwhile – why not make the message two-dimensionally if it's possible, and what does it give. So we, like, developed this, I think very nice halfway model, maybe it was partially again that it felt like time was running out, so then, and because there was yet another tool that was new, that even though we make three-dimensional things, that how much does it give more that this airport is here in 3D, than that it would have been made like as a picture. (i12, translated)

B4 – a business student – said he would have wanted to make even more use of the tangible materials, for example, to build a landscape with buildings made out of polystyrene. However, he faced very practical reasons for why his team did not go for it:

B4: One idea we had was to map out customer journey, one idea we also had was to make a map, seeing from above and then for example discuss the refugees arrive at the airport, you could build an airport. We were discussing that but didn't follow thru with the idea.

AG: What do you think, why?

B4: Honestly it was because D4 hated the material. He was like 'I don't want to work with this'. It's like Styrofoam, so when you cut it, it makes a nasty sound. And he hated that. So no airport. (i2)

When D4 was asked the reason for not using polystyrene, he was not sure at first, but then revealed as his team members had noticed, that he dislikes the sound the material makes:

D4: Should I say that in regard to the time I found it difficult. Plus, I don't like the sound it makes. [laughing]

AG: Which sound do you mean?

D4: This very sound that comes from here [strokes the material with his hand]. Then if someone cuts with the scissors, it's awful. (i12, translated)

³⁷ This happened most likely because of a facilitation failure: the facilitator (the author) had not yet made it there to describe the assignment in detail when the team already had started with their user journey with sticky notes.

Table 3.4: Reasons the participants gave for and against using tangible tools and materials in service design or service prototyping. Tangible tools and materials are divided into two metaphorical toolboxes, the Fun and the Fab. The Fun Toolbox includes playful, tangible materials, such as modelling clay and Lego figures, and the Fab Toolbox includes the digital fabrication facilities of Aalto Fablab (for complete listing, please refer to appendix I). The Realm of ideas includes the aspirational and methodological preconceptions the participants have with regards to using the materials, and the Realm of reality refers to actual, practical experiences and actions that took place during the workshop week.

	Fun Toolbox	Both/Either	Fab Toolbox	
Aspirational reasons for	<ul style="list-style-type: none"> - Opens mental locks, unlocks ideas - Provides surprising insight 	<ul style="list-style-type: none"> - Allows capturing and concretising floating ideas - Helpful in presenting logical connection & information flow, etc. - Easier to perceive, 'conversation piece' - Wide variety allows wide ideation - Helps identify with the service journey 	<ul style="list-style-type: none"> - Presentable - New - Good-looking result - Cool 	Realm of ideas
Methodological reasons against	<ul style="list-style-type: none"> - Too childish for the topic - Concept was unrelated - Does not help prototyping a 2-dimensional UI - Not emotional enough 	<ul style="list-style-type: none"> - Does not add value - The physical elements of the service are trivial - Looks are unimportant - Playing is useless 	<ul style="list-style-type: none"> - Printing the abstract concept would not help understanding it - This is for prototyping, but we have a service, not an artefact - Too high fidelity 	
Experiential reasons for	<ul style="list-style-type: none"> - Fulfilling - Good-looking result - Helps people to identify with the user - Sexy 	<ul style="list-style-type: none"> - Fun and interesting to use - Presentable - Seize the opportunity to learn 	<ul style="list-style-type: none"> - Try something new - Previous interest in using (laser-cutter): willingness to learn - Easier to explain - Good-looking result (laser-cutter) 	Realm of reality
Practical reasons against	<ul style="list-style-type: none"> - They were hidden, we didn't have them - Makes horrible sound (polystyrene) - Looks ugly - Slow - Does not add information - Lack of skills (architectural modelling) 	<ul style="list-style-type: none"> - Lack of time - Difficult to start without a clear concept in mind - Difficult to concretise abstract ideas - Did not feel natural, mental threshold - 'The moment never came' - My team was not 'doers' - Lack of coherent coding system 	<ul style="list-style-type: none"> - Distracting - Too detailed - Very slow (3D printer) - Lack of skills 	

B4 was surprised about how conservative the two design students in his group appeared, since they seemed to be less interested in trying the tangible materials.

B4: I thought it would've been cool, I would build like a building, multiple buildings but yeah. I think it was a bit like A4 and me have a completely different approach than C4 and D4... Which was interesting, because I thought that since they both have a design background, now they would really build a spaceship with that stuff. But no, they were kind of more conservative than I would've been in this. Just like drawing something and Lego guy here and play there. (i2)

C4 gave a more detailed, yet practical reasoning for not making the polystyrene buildings. At first, she said the pieces were too thick and thus difficult to cut, but that was not all. Her logic is clearly about saving time and effort, constantly reiterating on what is important to depict and what is not, whereas B4 was more excited about the playful materials and ready to, in a way, overuse them.

C4: In the beginning we kind of want to use maybe this kind of things to have the whole building.

AG: Ah, so cutting the foam and make small buildings?

C4: Yeah, like the airport and the asylum centre, immigration office, police office...

AG: But you didn't do it?

C4: No, in the beginning -- I think I and D4 understand it and the rest don't, and then we decide, OK let's go from the left to right for everyone to understand.

[discussion goes on]

C4: And then in the end, we think if with the colour code we don't need any building. So we just skip the building and just build the journey.

AG: So why did you want to skip the building or just do the colour coding?

C4: Because the colour represents the building already, we don't need to do it again.

[discussion goes on]

C4: Actually in the end the dot [several coloured dots made of modelling clay] was not very important, because we only highlight the time they are using, and then we highlight in the end they need to do for working. So in the end the colour isn't that important at all. (i11)

Other practical reasons were mostly related to various personal preferences of the interviewee or their team mates, or facilitation failures. Also a mental threshold of trying a new tool was mentioned (i9), even though support was available.

B2: My team perhaps was not -- 'doers' as a personality --. So the doers will go [making noise with shaking a bag of Lego]. My team was more about their thoughts and their theory. (i1)

B2: And since I have interest on the other thing in laser cut, I want to search something for laser cut [instead of some other tangible materials]. (i1)

The biggest facilitation-related practical reason was the insufficient availability and visibility of Fun Toolbox materials. When the interviewees were given the interview exercise box to look at examples of Fun Toolbox materials, several of them skipped over some objects with a quick remark that they did not have that kind of materials:

B4: I have to say I haven't seen that many fabrics on Tuesday. Maybe we didn't end up with much fabric. (i2)

C1: Was there fabrics? (i4)

B3: I think we didn't see this fabric. (i5)

F1: I didn't think we had colour paper... (i8)

F1: ...to be honest we mostly used them [tangible materials] on Tuesday. -- After that we moved on to the Fablab itself, the space, and in that space we didn't have those tools at all. They were in hidden place.

AG: These ones?

F1: Fabrics and...

AG: They were all in the shelf?

F1: Oh, yeah, but it was like a hidden place, they were not like a--

AG: Well, they were not on your table...

F1: Yeah.

AG: That's for sure.

F1: -- For example, we made a flag and actually we made it with the laser cutter but it might be quite obvious to do it with the piece of fabrics instead. It would've been on our table. Or at least in some kind of obvious place. (i8)

Moreover, it was revealed that not everyone was aware of all the tools and materials Fablab had to provide. For example, Team 1 used an Arduino microcontroller with small-scale electronics, which were not explicitly presented to the participants. Nevertheless, the space was familiar to some participants who knew where to find such tools.

Another facilitation-related reason that caused some hesitation in the teams to use toy figures to represent people was the topic:

F1: The Lego figures and the whole topic, it's just misleading, those Lego figures misleading somehow. -- Again my opinion.

F3: Lego reminds you of your own children [rather] than refugees, right?

F1: The whole topic doesn't go through with the toys. It's too serious to play. (i8)

C2 provided the most elaborated facilitation-related practical reasoning for not using the tangible materials more. She demanded for a coherent system, essentially instructions on how to use the tangible materials in a way that would support the work of the team and help them efficiently build a structured, understandable solution. That the tangible materials were given to the teams just as unstructured piles, seemed to make it difficult to get started in an organised way, which at least C2 seemed to prefer over *ad hoc* chaos.

C2: I suppose we could've used these materials more, but in a way that I think there should have been some kind of a consensus in the whole team about how to use them, --, if I take red paper, that what does it mean. But it was a bit like when a new idea comes, one just reaches the nearest – at some point I had to take trouble to wrench from B2's hands a big balsa wood board he was about to write on, like don't you write on the balsa wood, write on paper. 'Why wouldn't I write?' Well, because it's the only board this thickness. So in this way, we should have been all the time consistent with what do we use and in which way.

To keep it together in a way, and not like not part of this thing is neatly typed³⁸ on the coloured papers and here is some sort of colour code, and then it goes completely out of hands when someone else adds to it. Again, had we more time we could have done it so that when the thing would have been typed, or rather when we would have pretty much finished the concept, then made it into a clear concept diagram with some papers and Lord knows modelling clay and whatnot. But that's where we never made it, but rushed to the laser cutter. (i13, translated)

Also the participants' underlying attitudes towards play probably had a negative effect on using the tangible tools more. For example, B2 and C2's semi-spontaneous service prototyping session, although clearly beneficial, as discussed in the previous section, was often downplayed as just useless playing:

E3: And when I discussed with D2 in the neighbouring team who had these bicycles, he was just like 'Well, we have these toys, we don't really need them but we printed, I mean, cut out these'. (i10, translated)

The three asylum seekers available to be interviewed were all of the opinion that it was good to have such a broad variety of different tools and materials available in the workshop, even though each team selected only the tools they wanted to use as they saw fit. A4, like B4, said that the tangible materials would have been better suitable for 'architectural' modelling, something his team did not do, practically because they did not have the necessary skills. Similarly, C2 pointed out that it would have been difficult to make 'modelling clay look anything else than modelling clay' (i12).

Even though the asylum seekers saw the wide variety of available tangible materials in a very positive light, it was not without downsides. The residents saw Fab Toolbox sometimes even as a distraction, especially for the asylum seekers who are not so likely to have an access to such tools in their everyday life:

C2: At some point he [A2] spent a long time there cutting some Manchester United fan patches. (i13, translated)

B1: He [A1] gave those comments that had nothing to do with it at all, and they always a bit interrupted the issue.

AG: What were those things?

B1: A bit like 'hey, can I print a floorball?' (i3)

To conclude, the practical reasons that hindered the teams from using the tangible materials were manifold, ranging from limited time and skills, to inadequate and flawed facilitation, all the way to unforeseeable personal preferences for or against certain tools or materials.

Despite the aforementioned methodological and practical reasons against using tangible materials, the participants in general Fun and Fab Toolboxes in a positive

³⁸ C2 uses the Finnish expression *tyypata*, which doesn't mean *to type* as in writing with a keyboard, but rather *to define* or *to qualify*. *Prototyypata* would mean *to prototype*.

light. These positive perceptions and reasons to use tangible materials are divided into *aspirational* and *experiential*.

Many participants said the tangible materials are ‘nice’ and that it is nice to have them, to make the idea more tangible. However, they were often speaking in passive tense, not reflecting their own experiences of the workshop week. That is why these notions are labelled aspirational. It seems they somehow had digested the idea of tangible stuff being ‘cool’, but they found it difficult to describe the actual value of it:

C2: I would say that when we physically had them, it made it in a way more concrete, as ideas are so floating. Then when you see something that looks nice, something beautiful. That’s why it’s always good to have a visual designer who makes it fast. Suddenly it starts to feel better the idea, one can see the possibilities. (i13, translated)

D3: In a way I was captivated by the toys being accessible, and it was possible to make those tangible things. Somehow, when comparing, looking at what other teams made with them, it was also interesting, to move away from the Post-its, and instead towards tangible objects. As it’s so much nicer to keep together. And it kind of becomes more concrete, because when doing these idea concepts, they at times are kind of ideas that float around, it’s nice to catch them, capture them. (i9, translated)

Aside from aspirational reasons, the interviewees also named clear benefits and reasons for using the materials out of their experience during, or even before the workshop week.

B2: Regarding the tools, for example the decision of going laser cut was like, everyone says ‘Let’s do that, it’s the simplest, looks fine and we can do something cool out of it’. (i1)

Sometimes, however, the distinction between aspirational and experiential assertions was difficult to make, because the interviewee seemed to refer to a real experience from the workshop, even though they came up with that example on the spot. For instance, D2 noted a hypothetical benefit in playing with the tangible props.

D2: If you fiddle something there, it surely a bit like, it’s not a direct benefit but it can result in some other benefit.

AG: What other benefit?

D2: As we made little bicycles there, they were not beneficial in that sense, if you make such a little bicycle, but then if you start like bustle something there, or think, play with them there or... There can come in a way, just like that ‘oh yes, those bikes, for example, take a lot of space’ or something like that may come up, some insight. But not like...

AG: Did you had such inspiration there?

D2: Well I don’t know...

AG: Like those bicycles taking space?

D2: Well had... well maybe, yeah.

AG: Or did it just occurred to you now?

D2: Well, maybe we thought... I don’t know where it came from the idea that bicycles take a lot of space and stuff.

AG: Now in this situation?

D2: Yeah, now I just, we did think about it back then but now that I think of it I don't know where the idea came from. I don't know if there was a connection here. But I thought that it could happen.
AG: At least now it happened as you was thinking about playing with the bike.
D2: Yeah. [laughing] (i15, translated)

Also B1 was talking about the value of the tangible substance, but in the passive voice. Therefore, the following description of his is put into the aspirational category, although in the end he comes back to state that he perceived physical prototyping as a practical tool:

B1: That it is something concrete, it maybe helps in that you can identify much better with the service journey, if you, so to say, place yourself there in the form of an avatar on the field, and what there is when you move from place A to place B, to simplify, what are the problems, pain points and touchpoints there concretely. At least for me it felt terribly practical tool. (i3, translated)

F2 sees the potential of tangible materials in an aspirational sense, but the workshop did not convert his aspirations into experience, even though he had some earlier related experience:

F2: I do see potential in this this thing but I haven't yet experienced it myself perfectly that it works. For example, it's obvious that if I have to do some free ideation work, I try to go away from the computer and draw with a pen, because it changes thinking to something completely different. Then I could imagine that if I would start to mould things out of modelling clay, it would turn even more bizarre [laughing], or uninhibited this association. That's where this method supposedly aims at. (i14, translated)

One clear experiential reason for using the tangible materials was their presentable qualities³⁹. Team 4 had a positive experience about using their tangible journey representation to communicate the key idea of their concept outside of the team:

B4: I was happy that also for this final presentation we still had this clay and Lego journey map, because we had it on our stand and it was quite handy to use this to explain people our idea. -- I think it was very intuitive to say, OK, every time there's a red dot or interrupted line, there is waiting time. And when you look at this thing you usually see like one, two, three: lot of waiting. Then you can visualize and show how you take things into the waiting time [from the busy season after the positive asylum decision]. (i2)

B4: I would say now, thinking about the last day we had: Just a map with Post-its -- would've been not as sexy to present to the outside people who came as what we had with Lego guys and the clay. Even though as I said it's basically the same information. But when you have to present, it I think that's better. (i2)

F2, based on his experience in the field, confirms B4's feelings of the value of looks in a (re)presentation:

³⁹ Another anecdotal evidence for this aspect of tangible materials is that when the national 6 o'clock TV news made a short insert from the final presentation of the workshop on Friday, only the concepts by teams 1 and 4 were featured (<http://areena.yle.fi/1-3066881>, Accessed: 10 June, 2016).

F2: If you show those hand-drawn sketches to someone --, they are like uh, yeah. Then when you do exactly the same information content so that you draw it properly with Illustrator and put on fine icons, then they're like 'Oh yes, very good!' (i14, translated)

Team 4 (unintentionally) got to compare creating a user journey first with traditional and then with tangible materials. Creating the first user journey was not easy:

B4: It took us a lot of time, again a lot of disagreements, do we put them there, stick them there, stuff that doesn't really matter, and you just have different opinions... (i2)

Nevertheless, after they started making basically the same thing again with tangible materials, B4 adopted a very positive view on them. Of course, doing something the second time is always easier than the first, which probably has an effect to what B4 stated afterwards:

B4: All these tools, clay, Lego guys, I think they were really handy. They take more time. Of course, if you have more choices, more options what to use, it takes you longer than just having a piece of paper and Post-its. But when you make something with them it's more fun, more fulfilling and looks much better. (i2)

Team 1, as noted above, saw their representation as and called it a (service) prototype. They did not necessarily think it was the best way to represent their service, but nevertheless they wanted to seize the opportunity to experiment with the tangible materials and push the boundaries of their capabilities. Since they were in general familiar with service prototyping terminology, and the facilities in Fablab, they were able to create a fairly advanced interactive service prototype. A1 summarises his feelings about their prototype as follows, mixing aspirational and experiential benefits:

A1: ...we use this 3D [printer] to make the chair and tables. When you just come and see this, it's easy to deliver the main idea about this. If I just explain [that] we will do this thing blah, blah – it will be so hard. But when you see the things on the prototype and you can imagine -- what will happen in the future. So -- you get the main idea. And you know the electric things, it help[s] us, because when you move it, when you try to get a place, you should touch the sensors. When you do this, when you do that with your hand, it will be more active for you and you will feel: 'Yeah, I understand what happen[s]', it's easy. (i7)

All in all, the participants were in general excited and interested in using the tangible tools and materials, but ended up using them less than they and the facilitators expected. They offered both methodological and practical reasons to that. Methodological reasons had to do with the participants' views on (service) prototyping, and that the intangible, abstract services did not fit their conception of prototyping. The participants struggled with how to use the materials to represent their service concepts. Combined with time pressures, their solutions ended up rather conservative. Also some participants preferred full-scale methods for service prototyping and therefore did not go far with the tangible materials. Practical reasons included personal preferences and failures in facilitation. The participants also named various aspirational and experiential reasons for and benefits of using tangible materials. They were described as, for example, fun and interesting to play with, and

very presentable, when the concept needs to be explained to someone outside of the team.

3.4.5 Perceived result quality

The final category (Res) measures how the attendees perceived the results of their teams and their quality. The evaluation of the result included personal satisfaction, assessed creativity of the results, as well as a comparison to the other teams. Thus, this section covers how the participants assessed what was described in detail in the section 3.3.2.

In general teams were satisfied with the result of their work. Everyone agreed to that statement. When it comes to assessing the creativity of the result, two critical respondents stand out from the crowd. They are the same two that stood out also in the Using Tangible materials category, E3 and F2. Their criticism might be understood because of their background as they claimed the most experience and knowledge of service design beforehand (with five other participants). Additionally, D2 and C3 neither agreed nor disagreed with the creativity statement – ‘My team’s solution is creative’ (Res-2) – while everyone else agreed with it, some even strongly. Following interview excerpts reveal how they defined creativity:

E3: I'd define creative as being a completely new idea or else something where an existing operation model is applied to a new context. And I think this peer reviewing has been applied to quite many contexts, and then that where we applied it to refugee centres, I don't consider as too creative. It was just like kind of a textbook solution. (i10, translated)

C3: I think it was not innovation idea. Somehow I can find it familiar with some other concept in elderly people, in like, because I also did some project with intellectual disability youngsters, think utilise their own skills to help others and this small community concept things, it's not like innovation things. So I put it not very creative. It's more like integration of small ideas and put them together, make it happen. (i6)

F2: Well, do you take it, firstly, it didn't have any radical innovation in my opinion. Pretty decent solution to a problem but not necessarily one that 'this must happen!' I wouldn't give full points for this. (i14, translated)

Three people thought their team did worse than the other teams, C1 (strongly), B3, and D3, but the most common response to that statement was to neither agree nor disagree. C1's response is explained by the communication problems, thoroughly described in section 3.4.3. The asylum seekers responded in general above average to every statement, especially Res-3, ‘My team did better than the other teams.’ When asked for reasoning, a team loyalty statement surfaces:

A4: I agree, but I will not say I should strongly agree, because each team has also spent time in it and he also thinks his solution is feasible, so I will not say strongly agree, I would say, to be realistic, I agree.

AG: But you [A1] feel like, strongly? Why?

A1: Yeah. Because my team. [A1 smiles] As you said, it looks like a joke⁴⁰. You know we work together, so you should give yourself enough support. I support my team, our idea, so it's the best. (i7)

Team 1's interactive service walkthrough model stirred lot of opinions. Most interviewees were excited, some even 'jealous' of their representation. However, the concept itself was not perceived as especially good or creative:

B4: I just thought this had been done many times. Dinner with refugees or that, yeah, come together and cook something. I thought there were quite a few movements already that organize something similar. (i2)

C1: We had an excellent representation of the idea, but then the idea itself, we could've pushed the boundary a lot more. -- The radicalness was not there in the concept itself. (i4)

When asked whether Team 1 would've reached as good result without the 'special' tools and materials they used, the most common answer was positive.

*AG: Do you think you could've reached the same result, conceptually, without the--
D1: Yeah, for sure. Like, easily.*

*AG: So those tools and electronics and stuff like that didn't help you in that sense?
To reach the solution...*

D1: They helped us to reach the solution, but I don't know how much quicker, or like if there would've been time saved doing it the other way [that is, making an illustrated slideshow on a computer]. (i16)

Team 3 members were the least eager to claim their team did better than the others. C3 was unsatisfied with the presentation style, which according to him was not emotional enough.

C3: ...we were using the map to tell the process and the concept, not the story. (i6)

The aforementioned issue that this was a university course might also have an effect to the perceived result of the workshop. The strength and direction of that effect, however, remains to be speculated about.

Overall, the participants expressed satisfaction to the workshop week and its results. When comparing their result with those of the other teams', the most common response was refusal of ranking one better than another. The asylum seekers made an exception, mainly motivated by loyalty to their own team. Also the respondents separated the representations from the concepts in their assessment, and were a little less ready to consider their results as creative than being in general satisfied with them.

⁴⁰ A1 was referring to the moment when they filled up the questionnaire and asked about that particular statement. The author, noticing their puzzled facial expressions, intended to make them relax and acknowledged it is not such a serious question.

3.4.6 *Conclusions of the results*

The previous sections have gone through the results of this case study in four categories: Democracy & inclusion (Dem), Communication & shared understanding (Com), Using tangible materials (Mat), and Perceived result quality (Res). Each category contributed in getting a better grasp of the role the tangible materials played in service co-design workshop with asylum seekers, and to answer the research questions. This section concludes the main findings of the study.

The use of tangible materials did not appear to play a significant role in making the teams more or less democratic or inclusive. Looks like personal qualities of the asylum seekers, as well as those of the other team members are more important for a positive co-design experience for all participants than the materials they use. The resident team members in each team were actively taking care of including the asylum seeker: they were not completely satisfied with the effort they made in that sense, but that actually can be seen as a signal of them really trying. The asylum seekers did not voice critical comments about them being left out.

When it comes to creation of shared knowledge through efficient communication, the tangible materials had both enabling and distracting effects. The question remains, how to facilitate the use of the tools in such a way that the negative effects could be prevented, while keeping the benefits that the interviewees reported. The most severe failures in communication, however, resulted from individual team members showing up late or spending time outside of their teams, which emphasises the role of physically sharing the same space with the team.

The tangible materials, both the playful tinkering materials (Fun Toolbox) and Fablab's digital fabrication facilities (Fab Toolbox) elicited general excitement among the workshop attendees. Many voiced aspirational benefits the use of the tools brings about, but the reality was slightly different. All but one team used the tangible materials less than they would have liked to. When asked for an explanation, they offered methodological reasons about why using the materials to make intangible services tangible did not fit with their conception of prototyping. practical reasons, like limited time or facilitation flaws, prevented many from using the tangible materials as much as they would have liked to. Those who did use tangible materials viewed it generally as a positive experience, listing both aspirational and experiential benefits of the use, including, but not limited to, them being very presentable and fun of use. Lego figures from the Fun Toolbox and laser cutter from the Fab Toolbox gathered most positive remarks from the interviewees.

The teams ended up with quite different service concepts and their representations. Everyone expressed satisfaction in their results, even though they could have been more creative. Making the respondents compare their result to those of the other teams' brought some nuances to the responses, revealing, for example, the asylum seekers' sense of team loyalty. Also, when assessing the results, the interviewees separated the representations from the concepts, for example praising an advanced representation but at the same time noting that the concept it represents is not that special.

The asylum seekers responded more positively than the residents to virtually every statement. The few exceptions to this rule are all explained by differing understanding of the statements, which reminds the data interpreter that the numeric values cannot be taken ‘as is’. The reasons for this tendency to evaluate the workshop more positively than the residents can only be speculated about.

3.5 Answering the research question

This section picks up the research question asked in the beginning of the case study and, based on the results above, provides answers to them.

The research question was, *how do tangible materials contribute to the work of a cross-cultural service co-design team with inherent power imbalance*, regarding three aspects: democracy & inclusion, communication & shared understanding, and result quality.

First it must be noted, that this case study did qualitatively investigate the work of four cross-cultural service-co design teams in one, 5-day workshop setting. Each team included one asylum seeker as a team member. It is assumed, that there was a power imbalance between the asylum seeker and the rest of the team. Second, the teams were provided with two sets of tangible materials, the Fun Toolbox and the Fab Toolbox, and two of the teams were given access to Fun Toolbox one day earlier than the rest. Thus, a comparison setting was available between those who had more time to use the Fun Toolbox and those who had less.

To answer the research question in short, in this case study the tangible tools, compared to mere pen and paper, did positively contribute in the work of the cross-cultural service co-design teams with inherent power imbalance, regarding all three aspects. However, other factors, such as actor-level qualities (especially those of the asylum seekers) and facilitation were at least as important and the tangible materials also caused some negative side effects. The mechanisms through which the tangible materials supported and hindered these three aspects of the work were unique to each aspect and will be presented below. There were also differences between tangible materials, especially between ‘Fab Toolbox’ and ‘Fun Toolbox’.

1. As for democracy and inclusion, the tangible materials were perceived as fun to play with, but no special evidence for a democratising, inclusive effect of using the tangible materials was found. The problems and successes of inclusion were attributed to different factors. At least in one team, the tangible representation became a stronghold of the team’s decision, protecting it from change attempts, which were also made by modifying the physical instead of mere discussion. Contrary to the initial understanding, the participants did not perceive tangible materials as easier than the traditional methods to work with, especially in the beginning. Thus, tangible materials did not succeed in activating the team members in a democratising way. Nevertheless, the asylum seekers perceived mere access to Fab Toolbox very positively, and raised no concerns of exclusion. Therefore, it can be said that Fab Toolbox, especially laser cutter and 3D printer, combined with a friendly co-design environment, surely made the vulnerable people group feel better and engaged, even though what they did with the tools had rather limited relevance

to the teams' work in the end. *The study neither supports nor rejects the first hypothesis.*

2. This study presents some evidence that tangible materials, when used to create representations of service ideas, can help build shared understanding within the team more effectively than traditional pen-and-paper-based methods and materials. They enable direct modification and allow for visualising ideas early on. In this purpose, tools from Fun Toolbox proved more useful than Fab Toolbox. However, the use of the materials, especially those of Fab Toolbox, is not perceived as efficient, and they can also confuse the team members. *The study supports the second hypothesis.*

3. The study saw that the teams who used tangible materials the most, were also most satisfied with their result, especially when it came to presenting their work to outsiders. However, creative use of the tools was separated from the creativity of the service concept, and while an advanced, interactive, tangible service representation attracts positive attention, it does not guarantee the quality and creativity of the service concept itself in the minds of the participants. Thus, this study suggests that using tangible materials improves the team's own perception of the quality of the result, as well as that of those the concept is presented to. As co-design includes stakeholders in the team, using tangible materials has potential to increase the advocacy of the designed solution within stakeholder groups. Both Fab and Fun Toolboxes were seen as useful and presentable, but especially laser cutter from Fab Toolbox produced good-looking results in an engaging way. *The study supports the third hypothesis.*

In the end it must be noted that the qualitative and exploratory nature of this study implies that no generalisations can be made out of the results. Nevertheless, following discussion with the existing literature will provide a contribution to the current body of knowledge on the subject, especially when it comes to working with asylum seekers.

4. Discussion

This chapter sets the case study against the reviewed literature for comparison and discussion. The first section discusses the results and the second section the process. In the end, the thesis is concluded, recommendations given, and further research opportunities presented.

4.1 Discussion on the case study results

The discussion of the results follows the structure of the literature review. Firstly, the participants' understanding of service design is briefly discussed. Then, the section moves on to the topics of co-design, covering inclusion and communication. Finally, the notion of tangibility is discussed.

The case study participants showed in general very little consideration of the definition of *service* in service design. A 'concept' was a popular expression for the teams when describing their ideas. The notion of service prototyping was also rather vague, and one reason for that – the Fablab as an environment – is discussed below. Educating the participants about IHIP and S-D logic frameworks might have helped them to focus and articulate their thoughts more effectively. As for *design*, the workshop was positioned, in Kimbell's (2011b) framework, within the view of 'design as enquiry', although one asylum seeker participant had slightly more problem-solving mentality, as he described his academic background being mechanical engineering design. Thus, the workshop moved in the bottom part of the categorisation matrix, presented by Kimbell (ibid.), swaying between left and right.

4.1.1 *Inclusion, communication, conflict*

The workshop intended to include the asylum seekers to the teams as equal members. As one big generative session, there was the possibility to elicit tacit and latent information from the asylum seekers about what they might know, feel, and dream (Sleeswijk Visser et al. 2005), to help everyone design better services to impact their lives. For the most part, the workshop succeeded. The asylum seekers were giving a lot of opinions and really influenced the work of their teams. However, the tangible materials didn't seem to be the determining factor for the inclusion, even though the asylum seekers showed lots of interest to them, especially the digital fabrication tools.

Human-centric design promotes diversity to improve the team's creativity as well as helping reach a feasible solution earlier on in the process. The experience from the case study supports the latter one, while not so the creativity. The teams did not perceive their results as exceptionally creative, some even said their solution was not creative at all. The two teams that used tangible materials more perceived their result slightly more creative than the two other teams perceived theirs. However, mere using the tangible materials may raise the participants' assessment of the creativity of their work, even though the result as a concept would not be as creative as the method. What was found out, however, was that the diversity of participants and especially the presence of the asylum seekers did have a major impact in the teams and directed them towards considering issues that are central and relevant to the asylum seekers and thus potentially more feasible in the end.

The workshop provided a chance to identify barriers and enablers for creating shared understanding within co-design teams. In Kleinsmann's (2008) terms, actor level and project level interfaces were within the means of the workshop. Compared to Kleinsmann's examples, the case study identified jargon as a very minor actor level barrier, whereas emotive words (as identified by Burrows et al. 2016) or otherwise emotional speech by some asylum seekers was observed confusing and distracting the teams. The co-design environment seemed to serve as a mental ventilation space for the asylum seekers, which probably was the reason why they wanted to talk more than what a stakeholder representative in a 'normal', less vulnerable position would supposedly do. This observation relates to what was noted in TEMWISIT project (Forsander 2016), that while civil servants were mostly interested on the functionality of the system being designed, the immigrants emphasised the need for empathy. Techniques and guidelines for creating spaces of mental ventilation for the stressed stakeholder participants remains a possible area for further research, since allowing them to vent their anxiety without distracting the process would benefit both parties. The playful energiser exercises employed in the workshop seemed to help, at least to some extent.

The most prominent barrier for successful design communication was identified in Team 1, where there were two completely different conceptions about what the team was building. One participant was keen on turning the team's interactive service representation into a product, which confused the team. This is in line with Kleinsmann's (2008) note that differing representations of the design and conflicting interests are common barriers. Interestingly, the boundary object became the arena of competing interpretations and conflict, as one team member attempted to work his opinions in the concept by modifying the service representation. However, the majority view ended up, literally, set in the stone, meaning the physical service prototype. The resulting tensions were also due to project level barriers, such as one team member arriving late or being in another room while the others made decisions. Team 2, which had the most communication problems and took the least advantage of tangible materials, faced also barriers, such as differing personal values (actor level) and that almost every day somebody was missing for at least a part of that day (project level).

To compare the case study with those who studied co-design workshops with refugees (Tahouk et al. 2016; Fisher, Yefimova & Yafi 2016), there were some similarities and some differences. Even though the asylum seekers in this case study were from somewhat similar cultural backgrounds as those in the workshop by Tahouk et al. (2014), no cultural conventions restraining creative imagination was noticed. Also the adequate skills in English ensured a sufficient level of literacy. Thirdly, as the asylum seekers were all men, there were no such gender-specific issues to be solved as in the paper by Tahouk et al. (ibid.). No problems related to interaction with woman participants were noticed or reported, the risk of which was next to non-existent, given that the asylum seekers were trusted and selected by the reception centre staff. Also, as the asylum seekers in such workshop setting in Finland are in a very different social environment from those in the refugee camps, a more flexible interpretation of cultural norms is required. The case study also saw a similar effect to what Fisher, Yefimova, & Yafi (2016) reported, namely, that the

asylum seekers enjoyed presenting the result of their work to an applauding crowd, likely finding that an empowering experience.

4.1.2 Fun communication, serious play

There were some examples of the external representations used being helpful to communicate ideas within a team. For example, B2 referred to the ‘timeline thingy’ (i1) being useful for focusing the team’s efforts. However, the ‘timeline thingy’, a user journey diagram drawn on large sheets of paper attached to a wall, was not actually very tangible, in the strict sense of the term that was used in section 2.3.3. As journey maps and the journey metaphor are commonly used within service design community, it is plausible to state that the benefit of that particular implementation of the technique lies in the popular journey format rather than in the tangibility. On the other hand, E3, saw their user journey representation useful for communication as well, referring to it as their biggest ‘talk piece’⁴¹ (i10). It could be described as a tangible representation, an abstract desktop walkthrough applying some Legos and other small props.

The teams in the case study workshop employed, as prompted by the facilitators, primarily definite techniques to create tangible service representations, following the recommendation of Blomkvist & Segelström (2014). The representations they created were almost all made with model-scale methods (discussed in section 2.3.3), exceptions being mobile app and information poster prototypes, which were created in full scale. The definite representations included (pseudo-)physical journey maps, one with interactivity, and a poster. Additionally, each group made a video. Ongoing techniques, such as (abstract) desktop walkthrough and some kind of a ‘doll scenario’ were used in addition.

As mentioned in section 2.3.2, the discussion about play and games in design, often include some comments about whether such methods are suitable for the serious business world where money is to be made at the end of the day. That kind of concerns are usually tackled by stating that play as a mechanism and a mindset is such a powerful resource, that a superstitious understanding turns against itself while juxtaposing seriousness and play, and the creative and innovative benefits of play are lost. (Halse et al. 2010, 134–135).

The present study, however, showed another side of the matter. As one participant voiced, ‘the whole topic does not go through with the toys’. In this case it is not about getting a numbers-driven, rational-minded bank executive to ‘loosen up’ and play games. Instead, the participants include people who have made a life-threatening, stressful journey, fleeing from war, persecution, or societal turmoil to end up in a physically safe but mentally paralysing environment, with months of idleness and uncertainty, and a constant threat of getting sent back. From that situation, spending an intensive week with local, well-off people playing games about your situation can easily be seen as misleading at best, and insulting at worst.

⁴¹ The Finnish word E3 used was ‘puhepalanen’.

In the present study, none of the asylum seekers signalled feeling underrated, except for perhaps A2, who was somewhat retreating into his shell with his smartphone. Also, their journey from the home country to Finland was never a subject of play or playful representation in the workshop, although the Lego minifigure props included a life vest. However, this study suggests that very special attention ought to be paid to making the co-design event rather a relief channel for ventilating concerns and thoughts than an oxymoronic war-play the asylum seekers are insensitively drawn into. A truly successful event is a positive experience as such, letting the asylum seekers 'keep the mind busy' (i7), as well as having a lasting positive impact through realised concepts. The latter part of this definition of success unfortunately didn't come to pass in the case of this workshop.

4.2 Discussion on the case study process

This section discusses the process of the case study, reporting observations about the feasibility of the methods used in the workshop as well as other factors that affected the teams. These factors are addressed with the help of the literature review. The first part discusses the schedule, second the people and third the space. The final section ruminates about the open-endedness of the design brief and unlimited selection of the tangible materials.

4.2.1 *Hasty decisions*

The workshop suffered from rather hasty preparation. The space was booked before the topic was decided, and the involvement of the reception centre was confirmed only the previous week of the workshop. Thus, the facilitators were unable to produce much contextual materials to help the teams' design process. However, that was also seen as a design decision, as discussed in section 4.2.4.

The hasty preparation resulted in insufficient facilitation and some confusion among the teams. The participants may have perceived the tangible materials in a more negative light due to the practical hassle than what would have been the case in a more stable environment. Nevertheless, the situation was same for everyone, so at least it didn't render the comparison of teams 1 and 4 with teams 2 and 3 irrelevant.

Many participants repeatedly reported the feeling of time pressure, which they felt prevented them from truly discussing their concerns before making a decision. That was also one of the main self-expressed reasons that hindered them from using the tangible materials. A relaxed, less hasty environment would probably have helped the teams to be more open and bold to using the materials. Also, as the topic was disclosed for them only on the first day of the workshop, they did not have a chance for mental preparation or learning about the context, which probably made the beginning even more hectic. On the other hand, everyone started on the same page, which makes it easier to make comparisons between the participants. All in all, the hastiness of the workshop, even though harmful to the workshop, was not fatal for the study.

4.2.2 *Selecting the right people*

In this process, selection of the asylum seekers was left to the reception centre staff. While the requirements were met, one asylum seeker was suffering from a throat

condition which made it difficult for him to speak and others to hear and understand his voice. Whether it would have been better to have him replaced with a healthy peer is an open question.

The problem has many sides to it, since the inclusive, human-centred ethos requires designers to avoid discriminating anyone. Working with only the most presentable representatives of a marginalised group might actually even worsen the situation of those in the group that are left out, if their interests are not the same as those of the ones that were selected. For example, if all the participants were educated and fluent English speaking men, there is no guarantee that co-design with them serves also the interests of the illiterate, the uneducated, or women⁴². Nevertheless, a dysfunctional workshop doesn't help anyone, which is the reason why this thesis recommends paying more attention to recruitment of the stakeholder participants. Diversity must be pursued as much as possible without severely hindering the flow of the workshop. A lot of responsibility lies on the shoulders of those that are selected.

Another people-related problem was that some participants came through as too pushy and even insensitive towards the asylum seekers. The facilitators were required to speak to some participants about the issue. The participants took the matter very seriously and understood the concerns. The asylum seekers did not report any feelings of being treated insensitively. To conclude, it is important to make sure all participants take into account the special nature of asylum seekers as of co-design participants, and that, because of their vulnerable position, interviewing them is different from interviewing average Western consumers. In this sense, the title of this section, *selecting the right people*, applies to all participants, not only the marginalised stakeholder representatives.

4.2.3 *Effect of the space*

The space the workshop was organised in, Aalto Fablab, had interesting effects on the teams and the ideation process. Alongside a space comes a culture and related definitions of words. In the maker community with which Fablab is highly engaged, prototyping has a very strong and distinctive meaning, with reference to digital fabrication and small-scale electronics, provided by the space. That made it difficult for the workshop participants to see their work as prototyping, when they were building desktop models of their service concepts. Thus, the idea of *service prototyping* was not clearly articulated.

Another effect Fablab had to the teams was related to the participants enjoying their time in the space, being inspired by it and getting ideas from what they saw there. Few times during the week, ideas about bringing asylum seekers to some place like Fablab to start a business, or establishing similar spaces in reception centre emerged.

The space also stimulated some tangential behaviour which was not taking the process forward but rather distracted the team members from what they were supposed to do, for example using the digital fabrication tools for individual side projects or interests.

⁴² The partnering reception centre only accommodates adult males who had come without a family.

4.2.4 *Looking for the silver bullet for workshops*

Every workshop is different and they require a lot of preparation. The design research and practice has created a tremendous amount of tools, methods, techniques, and toolkits to make the best use of the precious time people spend together in a workshop setting. However, the case study workshop left the use of tangible materials rather open. There were no toolkits with module libraries, only a few paper templates to aid the process. This was a purposeful decision in order to let the participants explore the materials in a less restrained and directed way – the environment was supposed to allow for all kinds of solution ideas without narrowing the scope of possibilities. Also the design brief was very wide, leaving both the problem and the solution spaces open and encouraging the teams to find them out themselves. These decisions reflect the suggestion of Helminen, Ainoa, et al. (2016) of leaving the solution space open and extend the module library, although not entirely. Rather than extending, the module library was completely omitted and the imaginary stimuli was given through two keynote presentations: one about designing for immigrant services and another about the changing technological landscape and related trends in design.

The teams reacted to the openness of the brief and techniques in different ways. Many found it difficult to begin to work with the materials. Also, they did not find the materials optimal for the task – some pushed for using them more than others, but few, if any, thought that similar results could not have been obtained if only traditional workshop materials were available. Furthermore, the large assortment of tools and materials made at least one participants confused since she would have wanted to use them in a coherent way, for example by following a colour-code. It seems that their team's work would have been benefited from more structured and predefined ways of working. But how to provide that structure without directing the participants too much? One approach would be to use some kind of predefined, process-related colour-coding and smart, flexible structures to accommodate any service design case. Currently, it is difficult to say whether that kind of 'silver bullet' is even possible to create.

4.3 Recommendations for practitioners

This section gives a set of recommendations for design practitioners, who are interested in applying tangible materials to service co-design workshops, especially when the participants include asylum seekers. The reader may try and apply these recommendations to co-design with other kinds of vulnerable or marginalised people groups as well, but for clarity, the following text only refers to asylum seekers as such group. The recommendations are based on the findings from the case study, against the backdrop of the literature review.

Pick carefully the people who act as a proxy between the stakeholder group you are designing for/with. A person who is able to translate between two cultures is a great asset, enabling the creation of shared understanding. However, stay alert that you take the margins of the margins into account as well, not making naïve generalisations from the proxy person's experience. An extensive workshop is probably not the best method to engage people with health problems that limit their ability to communicate in such setting, for example a lost voice. However, don't

forget them, but, instead, use other kinds of methods, for example design probes, to include them in the wider process.

Pay attention to sensitivity. Play and humour is encouraged, but be careful not to make games out of personal tragedies. Use playful interlude exercises to lighten up the mood.

Keep in mind that not only the asylum seekers but also the other participants may end up being left outside of the team or otherwise marginalised.

Invest in thoughtful facilitation. Offer a clear context and do your best to communicate it to all participants. The design brief must be narrow enough if you want to leave the solution space open and not limit the way the participants use the tangible materials.

When talking about service prototyping, note that in a Fab Lab environment the notion of prototyping is understood on the level of single artefacts and touchpoints. This makes it difficult to focus on the full service experience prototyping over a sequence of touchpoints.

Having rapid digital fabrication tools easily available has the potential to provide useful props to service prototyping, but the fidelity level easily surpasses the required, and might divert the focus of the service designer or test user from the experience as whole to the artefact-level details.

4.4 Limitations

This thesis was an explorative qualitative case study discussing with existing literature about tangibility in service design. This section discusses the reliability and validity of the study, and the related limitations. Due to the qualitative and explorative nature of the case study, some aspects of reliability and validity are rendered unrelated. For example, external validity is not considered: it is inevitable that the findings of the case study cannot be generalised. However, the discussion contributes on small part to the wider body of knowledge.

Letting the participants fill up a questionnaire in the presence of the author in an interview situation revealed some consistency issues. The statements in the questionnaire were understood differently by different interviewees, and the method was helpful in noticing that. By discussing the statement, the interviewees were able to answer to the statements in a more consistent manner. However, not everyone changed their initial response to statements, for example, in order to make a point. Combining the strict numerical and flexible verbal responses *in situ* was an effective method to understand what the participants actually felt.

For some questionnaire statements it was noticed that the English language used was too complicated, for example using passive tense. It would be better to make the statements as simple as possible to avoid ambiguity and varying interpretations. For example, ‘I was asked to clarify some terms I used by my team members’ is easily (and was actually at least once) misunderstood as something like ‘I did ask to clarify some terms (that were) used by my team members’.

The observation of the week was not completely comprehensive. There were likely interactions, discussions, and situations which have affected the outcome, but were not captured and identified during observations or interviews. Consequently, the causal relations suggested are not exclusive.

For the reasons above, the reliability of this study is limited. The study needs to be seen as one perspective to what happened in one particular situation. If someone would carry out a similar workshop with similar methods, the event may or may not follow similar patterns of action or yield similar results. As for the validity of the study, the research method does provide answers to the research questions. The results obtained stem from logical causes and carry similarities with existing research, although not without exceptions. The effect of the comparison setting between two groups to the numerical data in the case study is intentionally downplayed in order to avoid too simplistic explanation models. Solely using the numerical questionnaire data and map it with the comparison setting would have been calamitous to the validity and reliability of the study. Combining the numerical data with interviews and observation increased the validity of this study to an acceptable level.

4.5 Future research possibilities

The present thesis suggests some research possibilities. One such trajectory would be looking for the ‘silver bullet’ to service design workshop facilitation with tangible materials. What kind of system would allow for quick coding and organisation of ideas? Where goes the line between too much and too little rules or limitations? How to help participants pick the materials that best suit for their needs? What is the optimal collection of materials and how they should be categorised in order to make them easier to approach? Can some general rules be created that help practitioners select the tools and materials to use, depending on the context? Yet, principles for preparing such workshops are often matters of opinions, and each design consultancy has their own view. Perhaps in this area research can only suggest guidelines and let the practitioner community come up with personal, individual applications.

Another future research possibility is to develop methods and processes that would allow for representatives of marginalised stakeholder groups to ventilate their emotions in a constructive way. Generative sessions, as presented in section 2.2.4, have been successfully offered to refugee children, but this case study showed such need for adults, too. Especially useful would be techniques that would seamlessly integrate in a service co-design context, simultaneously enabling fact-based decision-making, effective use of time, and an empathic, safe atmosphere.

The case study was not able to either support or reject the hypothesis about the democratising, inclusive benefits of tangibility. Therefore, this thesis encourages further investigation and research with more focused methods on that particular aspect. Especially interesting would be to further study the reasons why the asylum seekers voiced such positive opinions about the workshop, compared to the resident participants. Is that common? Do they want to please the locals in order to positively affect to their asylum application process? What would make them provide more criticism that would help develop the methods and processes? Additionally, a qualitative study over a multitude of service design projects would provide more

robust understanding of the various methodologies and techniques, and their applicability to different situations.

4.6 Conclusions

This thesis has presented a literature review about participation and collaboration in service design, and tangibility an approach to improve them. Against that theoretical backdrop, an explorative case study was conducted, including a service co-design workshop with asylum seekers. This final section concludes the thesis.

The literature revealed a shift in the definition of ‘service’ that is still taking place within service design community. Also the discussion about ‘design’ has evolved, the latest trajectory emphasising the human-centred approach. Service design has been influenced, although not completely captured, by the human-centred movement. One manifestation of that is stakeholder inclusion, which means, for example, arranging workshops where representatives of various stakeholder groups, typically end users, are invited as collaborators. Diversity is celebrated as a creativity-sparking force, but it causes some problems as well, especially when designing with marginalised groups. The problems relate to, for example, communication and inclusion.

To facilitate co-design activities, service designers use several techniques, creating external representations of the services or parts of the value co-creation network. Some of these external representations relate to tangibility, and such generative, tactile, and even playful techniques are seen by many as potentially beneficial for co-design workshops. The literature review concludes into a challenge: could the tangible materials also address the problems caused by extreme diversity? And, if yes, how?

The case study sought to answer a research question about the contribution of tangible materials to the work of a cross-cultural team with inherent power imbalance. The question was explored from three perspectives: democracy & inclusion, communication & shared understanding, and perceived result quality. A five-day co-design workshop with asylum seekers, students, and design practitioners was arranged in a Fab Lab, including tangible materials of two kinds: the playful Fun Toolbox, and the Fab Toolbox, consisting of digital fabrication facilities. The author facilitated and observed the workshop, and interviewed all participants. The results supported the hypotheses about tangible materials being helpful in building shared understanding and improving the participants’ perceptions of the result quality. When it comes to democracy and inclusion in a team with power imbalance, the results neither supported nor rejected the hypothetical benefits of tangible materials.

The results were in general in line with the literature, but not without exceptions. The mere participation in the workshop was perceived positively by the asylum seekers, and they were not keen on criticising the experience. A new perspective on play and (in)sensitivity emerged, which needs to be taken account when arranging such events in the future. In comparison to other workshops ran with refugees, the cultural issues were less prominent in this case study, probably because of the environment: in a Middle Eastern refugee camp, a Western, creativity-emphasising workshop is an

anomaly, whereas in a Finnish university campus the few asylum seekers are in the cultural minority and thus required to adjust accordingly.

When it comes to communication, the most interesting finding was that in one team the tangible object served as a stronghold of opinions and an object of renegotiation and conflict: instead of discussion, the participants tried to physically modify or establish the service representation in order to promote their view of what the team was or should be doing. Thus, the *boundary object* not only allowed discussing different views but also served as the medium of those discussions. The major barriers to creating shared understanding through design communication were on actor level, often related to personal qualities of the participants.

In the end this thesis provided a set of recommendations to practitioners wishing to adopt tangibility-based techniques and methods to facilitate service co-design with marginalised groups. Tangible materials have potential to help such efforts, and they provide great fun for the participants, but not without pitfalls. This thesis supports a thoughtful facilitator in her work avoiding those pitfalls and leveraging the potential of service design to address the most pressing, complex challenges of today.

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Appendices

Appendix 1: Toolboxes

Tangible materials the teams were provided with during the workshop are divided into two ‘toolboxes’, the ‘Fun Toolbox’ and the ‘Fab Toolbox’. The term *toolbox* is not meant to be taken literally. Instead, it is just a conceptual term.

The following materials were available for all participants throughout the whole workshop, and thus not included in either toolbox:

- Fine point permanent markers, red, blue, and black
- Sticky notes of various colours and sizes
- Stabilo sharp headed pens, various colours

The Fun Toolbox was given to teams 1 and 4 on Tuesday morning, and to the two remaining teams, 2 and 3, on Wednesday morning. This was the content of the Fun Toolbox:

- Soft modelling clay, various colours
- Clay modelling tools
- Spare pieces of leftover fabrics, various colours and materials
- A4 Transparent sheets of various thickness (less than 1 mm) and hardness
- One piece of clear transparent polycarbonate board, 1 m × 1 m × 3 mm.
- A4 paper sheets, various colours
- Adhesive tack
- Glue gun with glue
- A small collection of random Lego® pieces and Minifigures®
- An assortment of balsa wood pieces
- Mat knife
- Cutting mat
- Miscellaneous pieces of polystyrene

The Fab Toolbox was given to all teams on Wednesday morning by giving the teams a tour around Fablab, displaying the available tools, materials, and facilities, mostly related to digital fabrication and rapid prototyping. This was the content of the Fab Toolbox:

- 3D printers with plastic materials of various colour
- Laser cutter with acrylic and plywood materials
- CNC milling machine
- Small-scale electronics equipment, including Arduino microcontrollers, breadboards, wires, and soldering equipment (available but not explicitly presented to the teams)
- Simplified electronics kits: LittleBits, SAM labs, Sony MESH, Circuit Scribe, BARE conductive ink
- Mobile app prototyping tools: paper templates and software to capture paper wireframes, add hotspots and transitions to create UI flows.

Appendix 2: Interviews

Details of the interviews: interview number, date, interviewee, team number, location (Aalto Media Factory, Fjord studio in Helsinki, or the reception centre), and the length of recording. The whole interview situation took about 5–30 minutes longer than the recording.

#	Date	Interviewee	Team #	Location	Length of recording
1	May 25	B2	2	AMF	57:11
2	May 25	B4	4	AMF	52:08
3	May 25	B1	1	AMF	57:39
4	May 26	C1	1	AMF	54:18
5	May 26	B3	3	AMF	43:17
6	May 30	C3	3	AMF	57:58
7	May 31	A1, A3, A4	1, 3, 4	RC	1:26:15
8	May 31	F1, F3	1, 3	Fjord	1:13:16
9	Jun 1	D3	3	Fjord	39:39
10	Jun 1	E3	3	Fjord	41:06
11	Jun 2	C4	4	AMF	44:47
12	Jun 2	D4	4	AMF	40:03
13	Jun 2	C2	2	AMF	33:29
14	Jun 6	F2	2	Fjord	57:31
15	Jun 6	D2	2	Fjord	53:04
16	Jun 7	D1	1	Fjord	1:05:06

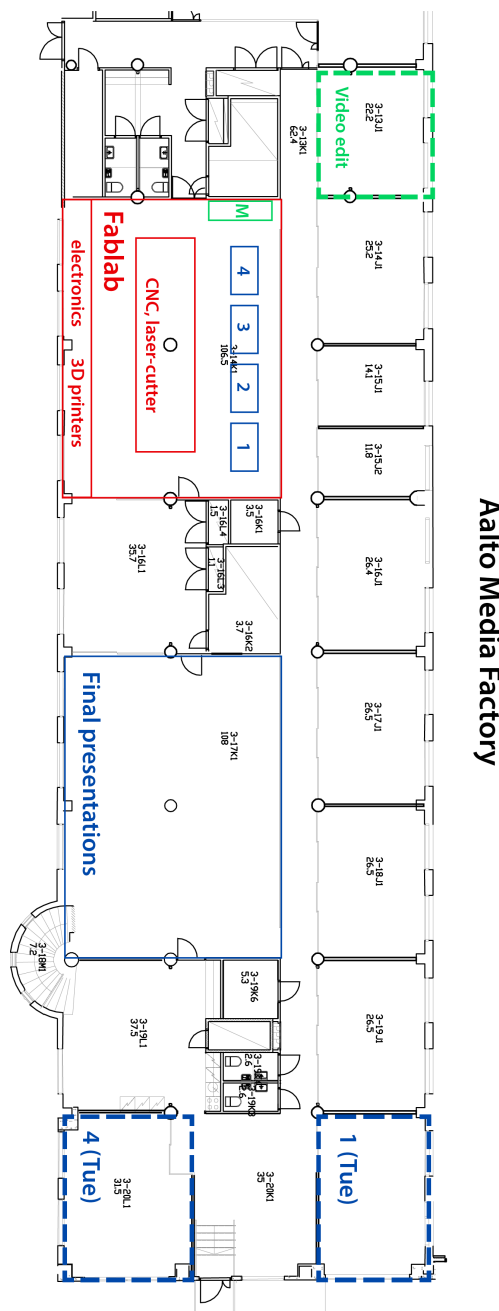
Appendix 3: Participants

Details of the workshop participants. Assigned ID used in this study and demographic information. The professional/educational background is self-described, supplemented with information from the participant's LinkedIn profile. In this context, 'graduate' refers to a person who has finished a school and is primarily in working life or looking for a job.

<i>ID</i>	<i>Year of birth</i>	<i>Gender</i>	<i>Background</i>	<i>Career status</i>	<i>Country of origin</i>
A1	1993	Male	Electrical engineering	graduate	Iraq
B1	1990	Male	BA in Industrial Design; MA student in Collaborative and Industrial design, Aalto ARTS	student	Finland
C1	1979	Male	MA in Sound Design, Aalto ARTS Media Lab 2014, some usability and design thinking studies. Former intern at Aalto Fablab.	graduate	India
D1	1987	Male	MA student in Collaborative and Industrial design, Aalto ARTS; some architecture studies	student	Canada
F1	1982	Female	M.Sc. in Computer Science	graduate	Russia
A2	1997	Male	Student	student	Somalia
B2	1990	Male	Motion Design Creative, Hyper Island, Sweden; some business studies	graduate	Chile
C2	1978	Female	MA, Cultural Studies; MA student, New Media Design and Production, Aalto ARTS	graduate, student	Finland
D2	1992	Male	M.Sc. student, Information Networks, Aalto SCI	student	Finland
F2	1979	Male	MA in New Media, UIAH (now Aalto ARTS)	graduate	Finland
A3	1974	Male	High school	graduate	Afghanistan
B3	1991	Female	MA student in Collaborative and Industrial design, Aalto ARTS (exchange)	student	Poland
C3	1991	Male	MA student in Collaborative and Industrial design, Aalto ARTS	student	China
D3	1990	Male	M.Sc. student, Information Networks, Aalto SCI	student	Finland
E3	1992	Male	M.Sc. student, Information Networks, Aalto SCI	student	Finland
F3	1982	Male	M.A. in Economics	graduate	Russia
A4	1976	Male	MA in Mechanical engineering design	graduate	Iraq
B4	1989	Male	M.Sc. student, Information and Service Management, Aalto BIZ	student	Germany
C4	1991	Female	MA student in New Media Design and Production, Aalto ARTS	student	China
D4	1991	Male	MA student in Collaborative and Industrial Design, Aalto ARTS	student	Finland

Appendix 4: Floor plan

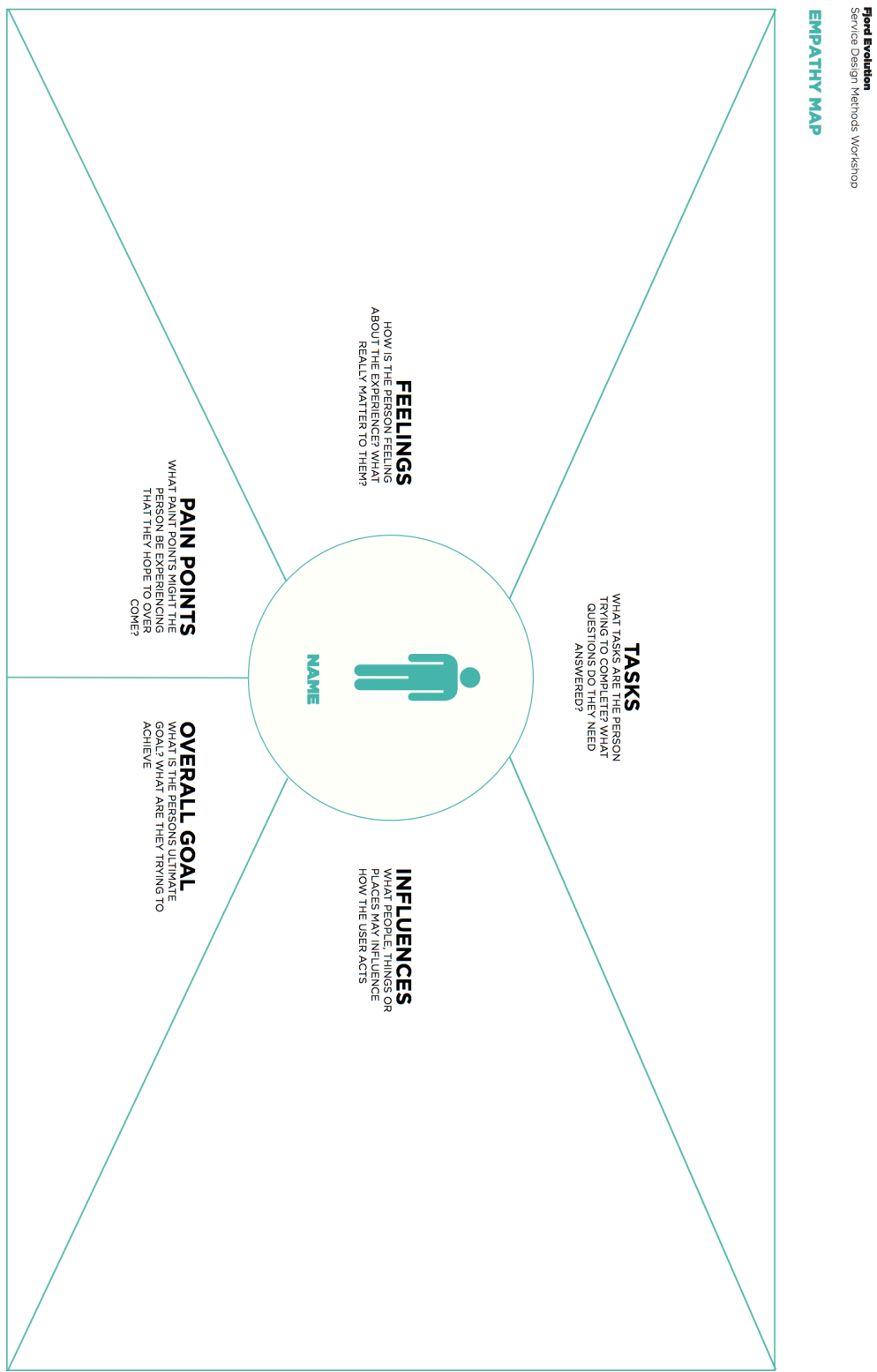
Floor plan of Aalto Media Factory. The bulk of activities took place within the actual Fablab (marked with red). There, each team had their own table (marked in blue, 1, 2, 3, and 4). Additionally, for Tuesday teams 1 and 4 were moved to separate rooms to work with the tangible materials of Fun Toolbox (dashed blue line). From Wednesday on the tangible materials were available for everyone on an open shelf, marked by green ‘M’. Team 4 also used the Video edit room during the last two days. Final presentations were given in the Media Factory Auditorium (blue). Individual team members occasionally used other nearby spaces as well. The interviews that took place in Fablab, were conducted in the Fablab office room (3-14), next to the Video edit room.



Appendix 5: Templates

Paper templates that were used during the workshop are shown here in chronological order. The templates are © by Fjord, used with permission.

Empathy Map, printed as A0.



Concept canvas card. Printed as A6.

Concept Canvas Cards

NAME

DESCRIPTION

VII

Round Robin Concepting. Printed as A2.

Fjord Service Design Academy
Service Design Methods Workshop

Round Robin Concepting

THE PROBLEM (1 min)

Describe your interpretation of the problem in one sentence

PROPOSED SOLUTION (3 min)

Come up with an unconventional way to address the problem

SOLUTION CRITIQUE (3 min)

Review the proposed solution and come up with at least one reason why the solution will fail

FINAL CONCEPT (3 min)

Review the critique, then quickly come up with an idea that addresses the issues raised in the critique and makes the concept better

Adapted from a LUMA institute method

Concept poster. Printed as A0.

Fjord Service Design Academy
Service Design Methods Workshop

Concept poster template

CONCEPT NAME

THE PROBLEM BEING SOLVED IN A FORM OF A CUSTOMER QUOTE

KEY STAKEHOLDERS

ILLUSTRATION OF THE CONCEPT

FEATURES AND BENEFITS

Appendix 6: Pre-interview questionnaire

A scan of the pre-interview questionnaire, filled by one participant. Page 1/3:

Pre-interview questionnaire

Name: [REDACTED]

Team # and name: TEAM #2 - vorkbikes.fi

Year of birth: 90'

Educational/professional background: Creative in Motion Design, Hyper Island, (Sweden).

PARTICIPATION

I was present at the Makeshop (X = full day, 1/2 = at least half a day, empty = not at all).

MON	TUE	WED	THU	FRI
X	X	1/2	X	X

QUESTION FORMAT

-2	-1	0	+1	+2
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

BACKGROUND EXPERIENCE.

I had knowledge and experience in **service design** before the Makeshop week.

				X
--	--	--	--	---

I had knowledge and experience in **digital fabrication tools** (3D printer, laser cutter etc.) before the Makeshop week.

			X	
--	--	--	---	--

x

QUESTIONS.

I felt my contribution was valuable to the team.

			x	
--	--	--	---	--

Using the tools and materials provided made sense to me.

				x
--	--	--	--	---

I felt I understood my team members' opinions.

		x		
--	--	---	--	--

Each team member approved of our solution concept.

			x	
--	--	--	---	--

I'm satisfied with the result of our team.

			x	
--	--	--	---	--

We had disagreements during the week.

			x	
--	--	--	---	--

I felt my opinions were taken seriously.

		x		
--	--	---	--	--

The tools and materials provided felt useless.

	x			
--	---	--	--	--

I felt that all team members were equal.

		<		
--	--	---	--	--

My team's solution is creative.

			x	
--	--	--	---	--

I felt I was heard in my team.

		x		
--	--	---	--	--

x

I had to ask my team members to clarify some terms they used.

			x	
--	--	--	---	--

I was able to articulate my opinions clearly.

		x		
--	--	---	--	--

My team did better than the other teams.

		x		
--	--	---	--	--

Please answer "Disagree" to this question.

--	--	--	--	--

My team made a good use of the tools and materials provided.

		x		
--	--	---	--	--

We were able to overcome our disagreements.

		x		
--	--	---	--	--

I felt my team members understood my opinions.

			x	
--	--	--	---	--

It felt easy to start working with the tools and materials provided.

			x	
--	--	--	---	--

I was asked to clarify some terms I used by my team members.

			x	
--	--	--	---	--

I approved of our solution concept.

				x
--	--	--	--	---

Appendix 7: Questionnaire statements and data

Pre-interview questionnaire results, full, raw data. The statements were:

- Dem-1. I felt my contribution was valuable to the team.
- Dem-2. I felt my opinions were taken seriously.
- Dem-3. Each team member approved of our solution concept.
- Dem-4. I approved of our solution concept.
- Dem-5. I felt that all team members were equal.
- Dem-6. I felt I was heard in my team.

- Com-1. I felt I understood my team members' opinions.
- Com-2. I felt my team members understood my opinions.
- Com-3. We were able to overcome our disagreements.
- Com-4. I was able to articulate my opinions clearly.
- Com-5. I had to ask my team members to clarify some terms they used. *
- Com-6. I was asked to clarify some terms I used by my team members. *
- Com-7. We had disagreements during the week. *

- Res-1. I'm satisfied with the result of our team.
- Res-2. My team's solution is creative.
- Res-3. My team did better than the other teams.

- Mat-1. My team made a good use of the tools and materials provided.
- Mat-2. It felt easy to start working with the tools and materials provided.
- Mat-3. Using the tools and materials provided made sense to me.
- Mat-4. The tools and materials provided felt useless. *

*) The statement is negative: smaller number is better. The values below are unedited.

ATTENDANCE					KNOWLEDGE		METHOD	DEMOCRACY & INCLUSION (Dem)						
ID	Mon	Tue	Wed	Thu	Fri	Service des.	Digital fab.	Tangible Tue	Dem-1	Dem-2	Dem-3	Dem-4	Dem-5	Dem-6
D1	1	1	1	1	1	5	4	/	5	4	5	4	5	5
F1	0.5	1	1	1	1	4	3	/	4	5	2	2	5	5
C1	1	1	1	0.5	1	4	4	/	3	2	2	4	4	2
B1	1	1	1	1	1	4	5	/	5	5	4	5	5	5
A1	1	1	1	1	1	5	3	/	4	5	5	5	2	4
F2	1	1	1	0	1	5	4	0	4	5	3	5	2	5
C2	0.5	1	1	1	1	4	4	0	5	4	4	4	2	5
D2	1	0.5	1	1	1	4	4	0	4	4	4	5	2	4
B2	1	1	0.5	1	1	5	4	0	4	3	4	5	3	3
A2	1	1	1	1	1	3	3	0	5	4	5	5	4	5
B3	1	1	1	1	1	5	4	0	4	4	4	4	4	5
D3	1	1	1	1	1	5	1	0	5	4	4	3	5	5
E3	1	1	0	1	1	5	4	0	3	4	5	5	5	4
C3	1	1	1	1	1	4	4	0	4	5	4	4	5	5
F3	0	0	1	1	1	4	2	0	5	4	5	4	5	4
A3	1	1	1	1	1	5	1	0	3	5	4	5	4	5
D4	1	1	1	1	1	5	4	/	4	5	5	4	4	5
C4	1	1	1	1	1	4	4	/	4	4	5	5	4	4
B4	1	1	1	1	1	4	1	/	4	5	5	5	5	5
A4	1	1	1	1	1	5	1	/	4	4	5	5	4	4

COMMUNICATION & SHARED UNDERSTANDING (Com)							RESULT (Res)			USING TANGIBLE MATERIALS (Mat)				
ID	Com-1	Com-2	Com-3	Com-4	Com-5	Com-6	Com-7	Res-1	Res-2	Res-3	Mat-1	Mat-2	Mat-3	Mat-4
D1	4	4	4	4	2	4	4	4	5	4	4	4	4	2
F1	4	5	5	4	4	1	5	5	4	3	4	5	5	1
C1	4	3	3	2	2	3	5	4	4	1	3	4	5	1
B1	4	5	5	5	1	1	1	5	4	4	5	5	5	1
A1	5	5	4	4	5	4	4	5	4	5	5	5	5	1
F2	3	5	5	4	1	4	3	4	2	3	2	2	2	4
C2	3	3	3	4	5	5	5	4	4	3	2	4	4	3
D2	2	3	5	2	4	4	5	5	3	3	3	3	4	2
B2	3	4	3	3	4	4	4	4	4	3	3	4	5	2
A2	4	4	5	4	4	4	2	4	4	4	5	3	4	2
B3	5	4	3	3	4	3	1	4	4	2	2	5	5	1
D3	4	5	4	4	5	2	3	4	4	2	2	4	4	2
E3	4	4	5	4	3	1	3	5	1	4	1	3	2	4
C3	4	4	4	4	3	4	4	4	3	3	3	4	5	2
F3	4	4	4	4	3	3	2	4	4	3	4	4	3	3
A3	2	5	3	5	5	5	1	5	5	4	3	5	5	1
D4	4	5	5	4	1	2	1	5	4	3	3	2	4	2
C4	4	4	4	4	4	3	3	5	4	5	5	5	5	1
B4	5	5	5	5	2	4	4	5	4	3	4	4	4	2
A4	5	4	5	4	4	4	3	5	4	4	3	3	5	1

Appendix 8: Interview transcripts

The transcripts are provided ‘as is’, in original language, raw and unedited, except for that they are anonymised. They contain typing errors and ad hoc abbreviations, most common being ‘bc’ for ‘because’. Sometimes a double asterisk (**) occurs, which refers to laughing or smiling. Question marks – if not clearly part of the content, denote a place where the sound quality is so low that the transcriber was not able to understand what was being said, and sometimes made an educated guess. A double line break means that the speaker changes, although sometimes a quick comment (like this) in the middle of the other person’s sentence is just added inside parentheses without a line break. The transcripts begin from the next page.

INTERVIEW 1: B2

Before hyper island what did you do

before hyper i was taking single semester in Åa in turku, masters degree in e-commerce and mobile commerce. before that i was in exchange student in turin ask in international business program. that's from chile bachelor degree commerce. engineering. in sweden i went more into design

you came from business therotecal background and now you're more into design and creativity

and always exploring

from the top of your head?

i tell you little bit about team development. i felt that my team, it was very how you call it like a missile when does it have its root, it starts to go like this. because the missile has to reach its target it will go straight but if there is a bug in the system the missile starts to go nuts and to go to different places. so when i see my team mates trying to you know concur on ideas there was always this "but" which is this huge wall that doesnt allow you to go forward with the process of creativity and try to came up with a concept. so i felt that obviously i have experience because i already graduated two years ago and ive been working ... such so i felt that lack of my team mates where we could'nt proceed to gain the concept or crystallise the concept more because there was always this BUT or these connectors that doesn't allow you to continue with the idea.

alright. can you remember some example of the but situation

yeah example i dont have like oh he says that ... but i remember a lot of momentums where we were trying to ah we were going there we were having the concept and then one of the guys started to think ahead to the future like ah how were going to do that it was always the killer. so most likely about that

and i remember one like fresh, concrete ones. well if i force my mind maybe something will come up but ... as you saw yhere was you were helping there with some ideas and you saw how were struggling a little bit and thats why even tho actually one of the questions there was if i managed to communicate clearly with them, i believe i managed but i couldn't find the hook in them and trying to involve and say like oh ok yeah this is good idea lets try to.. like build on tops of ideas, like each ideas. everyone's ideas, that's about ownership in the end like if everyones feeling like ok thats a good idea im going to give more inputs to that idea. here it was more like yea yea this idea and then psst and then but but but...

do you feel that all the team members still had ownership of your idea?

yea when we get to the last concept the concept was there already i would say 1 day earlier though since we were in this storm where we need to figure out till sometime ok we will go with this idea. it was more about the pressure of the time that ok we need to have something right now. so it's not about how many details you will consider this idea at the moment vbecause its a work-in-process and that's why.. certainly we had ownership, i felt it, with the rest of the guys, everyone had a task for example when i saw C2 taking care of the spot of the presentation there and trying to make the psoter and how D2 is making the presentation and our F2 as well jumping into video putting things together so I certainyl feel everyone take this task because its ours and we go for it. so yes.

what about A2?

A2. yeah. quiet A2, we had some , i personally feel like had to put a lot of attention on him because his voice was kinda gone, he mentioned about that was something already came from his country. its been there for a while. so dont really exatly know what is it about. so all the time we had to be like what did you say so repeat, and all the noise around made it hard to concentrate. as well he had .. actually the very 1st day when were were so eager in the discovery part and trying to get all the content from their braing & experinece like yea yea give us information now! so we were so eager and then i remember like ok hold on im looking at the guy his eyes theres so much going on and he is like not having any pnaic attack or anything but like what the f is going on in here like you can see on his face. and then we were like these 3 4 dudes trying to get his information. that happened also in red cross, its a very sensitive spot and you have people who say no whatsoever but we come in here so eager trying to suck all the information out of there. so with A2 i realized that we need to chill we need to speak slower, that was empathy moment right because i can see D2 hes very active and energetic guy as well and hes like just bombing him with questions and im like ok ok ok guys ok we took it easy we managed to integrate him more into what we were doind, certainly spending time with him in lunch and trying to get him onboard. although there were some gaps when we totally forget about him because we were so into the project. and every now and then he would support with some ideas and osme comments and if we were having like practical question or certaincy we will go to him and said hey A2 is this how you see do you guys have buikes there already or do you know whatsoever practicalities. him being there it was nice. though it took some time until i guess he realized what we were doing in there. so lnce again we were so eager to get information we didnt have proper introduction to say this is what we are doing this is whats going on in here, this is what were working on the entire week. so yeah pretty much kind of at the end as I comment to you yeah he realized it. oh, this is happening! the discussions you are having they are physically there, concrete, that's awesome. he was really happy i guess and amazed perhaps.

do you know what led into that moment that he realized?

i think pretty much the last day.

Friday?

yes because. this is from my perspective because when he's realizing that things are, lets call it the composition getting all the pieces together, seeing that somethings is cooking there. i believe that made him realize what's happening. when we had on wednesday this printing laser cut, we came out with some pieces perhaps he already got a hint of perhaps what's going on bus since it was more about prototyping and try to use tools over there, he didnt' get it by then. but then when were start to get the pieces we had all the concepts and stuff then i guess it was the momentum. at least it was the day when i hear him saying oh this is good, this is happening. on friday.

when you were talking about pieces coming together do you mean wooden blocks or on a conceptual leve?

yeah like wooden blocks and how the this story is built as well lets say on the paper. we have to make some kind of milestones or this storyline that you guys suggested so i guess through that as well and obviously he can read english and yeah i guess he figured out himself.

alright. could you just quickly go through how you recall the whole week. how did you end up with your concept. if you walk through the week wha happened.

on monday

everything was ff on mon-thu, lot of theory. i think the expertise from this lady... its a lot of information that its relevant and at the same time i believe that it wasnt taking in consideration somehow. obviously our concept was a bit far away from that. the connections the network between how organisations or entities are performing to cover this issue. that kind of information is OK this girls is talking about something important. i need to make notes and i tell the team ok team take notes, i dont know the guys but i said take notes because this is important and they were like ok there is someone talkin something. for me i didnt consider this as a university course at all after some days i realized ahaa this is a uni course but im cool with that but then i realized that. for me its all the time like im ready to work like.. anyhow.

what do you mean, how does it make it different if its a uni course?

when i read it at the very first through the internet. i just saw this makeshop fjord X fablab when you say a course I already perhaps low a little bit my starndars. (ahaa) because i know that my team mates perhaps arent not having the same experience .. so from that you can imagine.

ok.

there is a lot of information that was coming on monday and tuesday which is super relevant i mean that spart of discovery thats why i really liked it. and then yeah i believe we didnt have any kind of concept, there was a lot of similarities between the other teams as well i think everyone focus or keep in mind their waiting time is such a killer for the guys so yeah it was kind of you know i wouldve like to see more variation in that sense. i mean definitelyu the waiting time is such a factorr but they ahve more things more broad or macro perspectives. and thats what I kind of liked to see more. but with that its nice because it covers entertainment and i like that because everyone needs that kind of time in myopinion. i want to address more what you were asking , can you refresh me?

so you started ff mon-thu, theory which you found relevant. busy taking notes, maybe not so prepared for that at first. (yes, yes). then what happened on tuesday you...

tuesday we have more presentations in the morning and then what was the name for the second day, it was brainstorming right? or you have another name for that at fjord. thats copyrighted. anyhow if it was about brainstorming, im trying to recall a little bit.

there were 2 groups in other rooms.

tru dat. some highlights from there, umm, yeah once again we were going through different information through brainstorming times, you guys introduced us the timeline by then right? and then i don't i think that was one of my semi critic times, because it felt very frustrating. it was i dont know man, some ideas popping up were trying... still felt it like little bit behind the clock. because i dont know it felt like that there was nothing in there

in where?

in the concept of everyones mind most likely. to say ok we going through this. it was once again going back ok what was this timeline. from where are we considering? are we considering from africa till they arrive in helsinki. or just in helsinki or maybe in the midway or whatsoever. so we had to come back to the story and the figure out again where we want to focus on. and i believe we did at least 3 times before we had into some spot. it was like ok now we are in africa and then we start from here. and then suddenly i dont know what happened, we started over from something else. and such and such. so i believe that certainly important in the creative phase tho it was still frustrated because there was the buts again and the thinking in the future but yeah we managed at some point thanks to you guys as well because the support i felt i dont wanna be like ah i have experience you should listen to me. i want them as well to come up with ideas because they are part of the team and thats ownership. so im like ok guys i dont know what to do in order to open your eyes this is how it goes but i cannot spend my entire life on that either. so for example i gave a suggestion since we were going back to the timeline thingy i suggest to use a storytelling methodology or tool from .. storytelling from sid phil? this is actually screenplay that sid phil has created in like 1980s even more its a standard for producing movies in hollywood. so the screenplay is the dividing three: status quo, confrontation and resolution. within those 3 phases i wanted to cover the sotry of our rfugee coming to finland an figure out where exactly we could focus on. That went nicely at the very beginning, then again we need to come back because it didnt work. at the same time it makes sense if i havent introduced properly this screenplay methodology to them obviously it doesnt make sense if they dont know that in the beginnign so i had to dome some introduction to it. but the tools you gave with this storytelling or the timeline divided in 3 i think thats very good i never seen it before i had been doing in different ways but i think that was very good because you fill emotions you fill you see different things like background emotions and how things are.

at the end of Tue we had these presentations of all the concepts, then you already had the VOK bikes slogan, so ok then wednesday morning came? you did some, I think you were sleeping?

yeah i was working late.

but when you came back we were having the rotation.

i remember arriving late. i knew that the guys were working for morning the brainstorming session, they supposed to finish it up and we supposed to be working with assets in order to produce. so i remember, ok these guys work already in the morning i'm gonna arrive there, and concept ???? i'm very eager waking up coming here and then i was pretty tired so my face wasnt the most friendly one and when i get serious with work i like to get serious with work. i was like ok guys how are you hey hey, tell me about the concept, i've been working as an ad before so i wanna hear about the concept and want them to be nice and stuff. so when im lisnening the guys one is saying something the other is saying something else. when that happening again the other guys saying no no no its supposed to be the other way (x2) and basically no one is in the same page. they have some kind of concept in the mind but they cannot communicate it. it means its not clear. if its not clear for them its not clear for anyone. so i remember being a little bit rash with them. and C2's personality is very artistic and her face is like.. because other days i have been very kind and we were like bonding and nice and nothing is bad and now its like showtime and for me its like ok let's do stuff. i remember her face shakes a little bit. and D2i's expressions was like almost palm face wtf like i dont know.. because i told them and where is the concept? that was nice because at least they realised that they didnt have anything clear, there was not concept by then. that was a highlight in this timeline i would say. so after that we start to work more and came back to the timeline once again to see!

so that "no-concept" situation was when you came like was it during the tour?

I got in a little bit earlier before that. I managed to do the tour as well.

Ok so you took all the 4.

and actually thats one of the things i appreciate the most. meaning that i got to 3d print (wasnt too different but) laser cut, prototyping with the mobile, i did it before but still its always good to feeling out of that its good. what was the last one? (michi had his) yea Arduino, that was nice as well, that was more about exploration and see whats available in the market perhaps what you can do with it. but yeah, the most clear was the oh, laser cut because it's cool, like laser cut. i have to say now at my work we will use laser cut and paint... (...) because of you guys i saw laser cut it was awesome. thats why exploring is good... where we were?

we were on wednesday. so during wed...

we were talking about the concept we had to come back to timeline. that was trying to come up with the concept. there was something certainly, more clear than the day before but they didnt have it on the same page for everyone. and that was kind of the thing that i felt we had to do. lets be on the same page.

how did you get to the same page?

discussion. discussing and trying to see that they feel comfortable with the idea that's there. that they will go with it. bc if they say no something something i say ok tell me why and if i see the why is proper i say ok lets go to another direction, lets go back to the what. but if the why, answer is nothing relevant i would suggest to continue and moving on, something you dont have to consider at the moment as you said earlier, details are for the later. absically we are discussing and trying to get in their brain and say this concept is good bc , but i want them as well to do it themselves to realise ah we should go like that and i would say YES we should GO like that direction. thh, when that momentum wednesday when i figured out these guys are students they are lacking some experience perhaps i wanted them to do as well i was tired by then working last night and im like ok its a game like the world wont end. and a lot of people stress because in 5 days you have to came up with a solution and you want everything ppretty and be awesome at the same time so nooo i just go wait and see, but pepole inputs and insights,, you keep on developing. so yes i did not stress by then. But then i have this little "valley" because i didnt feel so excited as in the very beginning like ooh this is fjord, and expectations you had.

so about the whole week you felt this

little bit because when i see my team not having a very nice flow either yeah what is rest, my personal goals, you know? heres something as well about team. at the very first day, as you know im a team player. and im like ok team we need a name. i'm slightly we need a name. why we need a name? yeah we need a name! and during different times during the day i suggested a name... no name. so which name are we? team #2. but obviously its not that relevat but those are the little things that makes them feel more onboard.

lets' move to the rest of the week: thu, fri what happened.

hold on, thu we were doing the exploration? we were doing the tour?

no that was wed.

ok. behaviour things: it was the very first day i stay a little bit longer seeing expecting to see what exactly my team mates will do are they gonna stay here do they feel like compromised with this oh we need to do something else. and i stayed like half an hour ok they left its ok no problem. that was monday. then on tuesday i saw D2 staying a lil bit longer ok. on thursday or wed, C2 stays but D2 left and i'm around still. then it felt like from we til friday in between that there's this urge to ok i dont know where i am at the moment, we know we have this, and how, she's like C2 saying like i would like to stay here the entire night to see what we can do and im like exactly! yeah, anyhow. those kind of behaviour i realised.

thursday was massive i guess it was about trying to get stuff done. i didnt remember were we still (?) with stuff because until you were there and we introduced you to the container thingy. until there there werent, they didnt agree with that. they felt like ah its too simple this solution or something like that. and im like yeah exactly. when you get there and you waht you think and you asking differetn way perhaps they were on board and there was this rushy momentum when we have to how will we explain this lets create the assets and i already had laser cut some things it wasnt that tricky. it was rushy i remember. as i said everyone took some kind of role and start to produce it.

and friday came and...

and we were there like busy...(?) 33:30

something to highlight. by then we felt we were on the same page. there were some little comments and details like yea we need to make stickers and logo. i was like yea we need to make them eventually. one of them said yea would be nice to give them out in presentation... and im like yea but that requires action and time and probably im gonna be the one endin up doing them, se i knew that we had the video still and we didnt have anything for the video. so yeah it was like comments and things that were unnecessary by them. those are logic things to have if your thinking about this business or idea or whatsoever. but i let the guys be and support as i can, in this case support the video trying to give them directions. it was funny when you see D2is presentation not having the logo or the name and hes aaah i need to change this so he was going back and change it. that was kind a good as well and nice. on friday as well i dont know it feels a bit blurry because it was so rushy as well. even if i felt like calm but still in my mind i was like working a lot trying to help ok we have things ready. i dont know hows the pressure feeling whenever we have the presentation bc you know we were bandend all together in the same room for 5 days and suddenly we need to go and present. there's new faces, you say ooh ok this is a lil bit more serious. whoever's in there i dont know who they are but this is more serious just because they are there. i dont knwo how the guys felt for that tho. still we have questions after our presentations and i hope we solved them. i remember answering one of the questions by charlie. c asked and im like yeah, three chores (?) bla bla answering. that's friday.

what was your favourite part or activity of the week?

three. very beginning the discovery phase. very overwhelm. i like that phase bc you are getting introduced to the certainty to what we will work on. just the fact of yea we will take the bus lets see whats going on im like yesss lets do that. second facoutrite part: the exploration or the tools you provide, 3D and so on, the tour. laser-cut, prototyping and the little toys. yes. and the very last one is the production phase. even if we were in a rush things turned up like that sometimes, need to produce, need to have things ready, we are hectic, we are our blood is full of adrenaline, thats what i like. i have these 3 favourite parts.

my team made a good use of tools neither agree nor disagree, calrify?

regarding the tools, eg the decision of going laser cut was like, everyone says lets do that its the simplest, looks fine and we can do something cool out of it. basically thats the only tool we used besides the ones you provided like brainstorming or. that was very messy thats why it's not in between (?).

what about the stuff we have here like, is there some favourite ones?

certainly always post-its. that's a must. actually love the way you guys have so many things for playing with like this lego, though, my team perhaps was not... they were, i call them doers as a personality or profile people. so the doers will go (noise lego), my team was more about their thoughts and their theory. i wouldve loved to play with these certainly. but since our concept was not related to that, maybe i didnt feel either the feeling of ok elts play with these etc. and since i have interest on the other thing in laser cut, i want to search something for laser cut. but definitely post its something to consider. ... yeah this was very good i remember. i had seen it before as well, i wouldve liked to apply this with refygees because i think its interesting filling (postcard from future). after being out of my country more than 6 years when i wrote again myself 5 years i remember seeing ok interesting, some things have been changing. i think this is always a good tool. what else... things like... you know what? when we were at the asylum (centre), we were lacking paper! no one realized we had to take paper! i had some and we needed to use the other side (40:50). favourite: post-its, because thats the very beginning.

you said something like your concept was not so much about diong, so you didnt go for playing wiht stuff. can you elaborate?

absolut. since we may have a concept a clear concept where everyone is on the same page and understand. it was kinda hard to visualize our idea in a prototype mode. so therefore even if i would grab some pieces at least i would felt like wasting my time. because the other team members would say what are you doing this is not related whatsoever. ok i just i dont know i just did something because i felt i had to do. which is great, because that unlocks more ideas and such. thats why i felt i couldn't prototype before having the stuff more crystallized. thats kind of personal because you can go do stuff see on the way and thats how you evaluate the idea is more personal way of working that i need to see more clear my mind before jumping into things.

do you mean that you first had to verbally agree about the concept and then you could start making it? yes. alright.

and possibly through discussion phases.

ans the way that you came converged to this crystallised this concept was... you were discussing but did you use, well you used some post its and wrote something on paper?

i think our main tool for getting on to the same page on this one it was the timeline thingy. because it helps to realise where exactly we wanna approach or focus on of the story. taht was the main one. and most likeli its about the feeling when you see that everyone is like yeayea this is a good idea and you see faces and everyones like yeayea i think thats the moment when you can start to do more.

so how did you use the timeline thingy. you had it on the wall? yeah i think we did like 3 as i said. yeah and you took them off and put again? yeah or either we had it on the whiteboard as well at some point on the table.

so was it that you had the full timeline from africa to here? yeah but... Did you make a new one?

I think we retake the africa till helsinki twice at least and then we said like ok no we need to focus more on certain area. then it was shorter. we didnt have because we thought like there was a comment like maybe africa is too far away we don't need this kind of information and yeah of course this is way too far lets where do you guys want us focus on. that helped a lot in that sense and once again the discussion thingy and try to come up with the ideas.

if you feel like you want to add something about what speeded you up or slowed you down? or problems & overcome?

i felt very comfortable with the speed. tho if it wouldve be 2 weeks it wouldve been different perhaps. i like that kind of pressure where you just let ppl out of comfort zone and see what they can do. i certainly agree with that. it was good. things to highlight... there was perhaps like team development once again my favourite subject. i didnt feel like there was many activities for that. i believe were not just team #2 but all the groups trying to go for the same goal which is to support the refugees in this case.

a little bit about that... i didnt have many issues with my team besides simple things. i want to highlight, no, just that. something from the email you sent very beginning. i felt a little bit like im gonna be this rat of laboratory. i wanna use you for my thesis i was like what. i didnt understand there was a course perhaps, why was this guy... but it was fine certainly, not a big deal. but a bit scared a little bit. we didnt use Box much. it was nice i didnt know about them nice to check it out. and wrap-up session i would add. with entire guys. there is a very nice tools for ?mapping experience of us. i would do that as well as part of the course. bc thats the moment when your making these pretty much the same thing were doing here. to do everyday, you highlight stuff and you let the guys reflect. whenever they reflect they go through their experience, gain insights, talk about those insight with the rest and then you get even more information, broader info from their soul actually. i would say wrap up session is important. (after aech day or..?) actually you can do after each day or when ever you have big times there. but i would suggest at the very end of the project, wrap up project. then you will get the entire week. i would suggest just reflections for the end of the day. we didnt have a diary lets say, and write your reflections of the day. i think there should be something compulsory because whenever students come there, they are in the course or lecture and they just go back home, they take the tram or train and whatever. but you let them with this thing in your mind oh yeah it was nice, they will remember for life. learning for life.

only one thing left: im really interested in about felt like wasting time, playing with the stuff. what make you feel like that, and in what situations that would have been easier?

as i said this is like a very personal feeling. at the same time this is a i would feel that im wasting my time if the concept is not ready. if theres not directions of what we're doing. (what kind of?) directions towards the goal, so basically if i know what kind of things i have to create or produce or generate for our project then i will go on and jump on prototype my idea. but if i dont have an idea, as i said its very personal i could definateno go there and try to figure out by my own the way of how this could lead or direct on but if i dont have it clear in my mind, its more like ok i stick to my thoughts rather than do straight away. theres several of talks or trends yeah, be a doer just go and jump in. i totally agree with that though i would slightly stand by that process and first i will have clear what i have to do. because i see these in movie and animation productions where there some people say ok we want an animation. im like awesome lets do an animation. then you have this entire pre-production phase where you gotta think about the concept, how the outlooks gonna be etcetc. so if you dont have that clear first, you cannot jump into production. and for me that's kinda what makes sense in my mind. so if i not have clear the concept, i cannot jump into prototype. that's what i mean by "im wasting my time" because i feel that at some point my team mate will come, because we dont have this stage where we are like ok super team mates and then we can just agree or disagree, we arent having troubles, so one of them perhaps comes like what are you doing, i'm like i dont know im just doing. then like ok, awesome, and thats it. if you dont have this clear object, i wouldnt start to prototyping yet.

by the object you mean- you did need from us facilitators more or did you mean you need to have the concept clear?

yes i really had to clear in my mind and in my teams mind what the concept's gonna be. definitely facilitation supports that phase but its something thats more about the team.

ok so you dont mean that we should say something like you have to use 2 legos and a board etc you dont mean those requirements?

no. i believe if you let a box like this to whoever's gonna prototype soon, the discovery of aah whats here i could use this, that's beautiful. that youre letting them to do whatsoever. so it was more about everyone having yeah exactly the concept in their mind. yeah. you support us facilitator, it's good, like you can suggest, guys, remember we have this materials, can be used, for your prototypes. that should be enough.

do you think that was encouraged enough?

Yeah, you did it a lot. i liked it.

you spent a lot of time to get to the same page? Maybe the building might have taken the same time? why didnt you build?

i guess its what i was commenting before. at least personally i needed that clear goal in my mind before jumping into building mode, tho as i said i agree its about doing, and perhaps wouldve been helpful just doing then and then trying to figure out what were looking for. theres not like a correct way, its just a safety way in a way. if i feel like i'm lost like missile.

missiles have a code, if there's a bug, it starts to go like that. in this stage, i need someone to give me another code to be on my path and say ok were on this direction. so it was the safety mode i have i guess. and since my team mates were not doers, we were just talking our minds.

INTERVIEW 2: B4

I was kind of surprised how easy it is (using the tools).

looks like you basically felt being important part of the team...

well when we got back from the RC we identified quite a few pain points and theres only so much you can do within a week so you need to agree on one thing you want to tackle. even if you have agreed on 1 problem you want to address, theres still many ways to do it. i think we pretty much agreed on the problem.. we had disagreement whether we should focus on the boredom part waiting time or this mobility issue that they can't get to town from RC by bus or anything.

so how did you choose?

you mean how we settled the disagreement? we had A4 decide. because he said something really important that ultimate goal of every AS is to get a job. and of course its nice if you during the waiting time can go to town or anything but maybe something related in finding the job sooner than later is more important and would benefit them just more. i think that was a good argument.

can you now go thru the week.

we met at fablab, basically a place where you can make some rapid prototyping, 3d print, laser cut etc cool place. shuffled to teams, four teams. we were told the topic would be something more important: refugees, asylum seekers how to make their lives better. maybe the best part of the whole week was the trip to the RC. ive never been in a RC before, for me this was really strong impression. we heard a lot of moving stories from the guys there when we interviewed them. and being there and seeing how they basically just waiting all day definately influenced and helped understand what we should or could do for them. and 4 of them came with us. one guy, A4 was in my group, really clicked from the beginning, working together as a team. and on the course of the next days we tried to understand the major pain points and the situation. and then started this fford rumble, idea generation process and then more and more crystallizing where we wanna go and which idea we want to pursue. and then once we had agreed which issue to tackle, we started coming up with solutions, it was bit like a pyramid going together. in the end we knew exactly what we wanna do and how we wanted to do it and then we started working on the presentation and also making a short 2min pitch video where we summed everything up. and hopefully someone who can make a difference will see this video and make a change. overall a very intense week, completely new topic for me. but also really moving week, felt like actually doing something that impacted people's lives. now we can have a beer

a bit hard to recall what we did, it was a bit blurry in the middle.

who were in your group?

A4, D4, B4. A4 waiting for his approval. D4 from design school, service designish? B4 studying new media, animation etc but also working as a freelancer in that field. great to have her because it was mind blowing how she used drawing board to make animations and the guys moving... impressive

two ppl from design background, you from biz, A4 engineer?

He had worked bit on the oil business, engineer design, and also telco for huawei. it was also cool to have him because he had this business perspective on things. being realistic what can be done and what will not happen.

how did the collaboration go within your team? you understood each other?

I think so. Despite some small disagreements on how to proceed, that was welcome to hear some new ideas always. really nice working together. no real issues. just healthy discussion.

it felt like you were talking same language, and understood each other?

maybe sometimes i was the one like ok sounds really great but lets be realistic and think about how tense this whole, or strained this system is now, and you cannot make big changes to the system or make them work faster that just doesnt work. maybe B4 was a bit more like, how do i say this, like greater ideas but hard / impossible to implement imo. one issue is that these guys have no idea about how their application is processing. of course that would be great if you could log into a system and there would be loading bar that says yesterday this guy reviewed your application and tomorrow its going to her and she will review the application, but my argument was simply that if something like this was possible that anybody would know where these applications, in which state they are at a given point, imo they would just send from a to b and no-one knew what was happening, so i think it was impossible to make a status bar and status update. things are just too messy.

reason why you didn't think its feasible, was it that because the process is so hazy? or is there some other?

maybe the one critique point from the whole makeshop, it wouldve been good to hear how the process works on the government side. from outside it looks all smooth but often the bigger it gets, the messier it becomes. its really difficult to get a system where at any point of time it gives where the process is going. in my experience thats what any company wants but few have.

A4 was embedded in the group, do you feel like he was a special guest star, did you need to treat him separate from others?

i think that was true for all us 3, we valued A4's opinion more than the other 2 because he know what he's talking about.

your favourite activity was the field trip. some other fav points?

the tour around the fablab, that was really cool that we got a tour. i think a lot of people who worked in the makeshop he had used these things before but i was completely blank in that area, but in few hours i got to know 3d print, laser cut, tiny bits and mobile app prototyping. amazing.

did you find those tools useful in your process? those in the tour.

most of them i'd say. i think these tinybits wouldve been even more useful if we had been working on a product-ish project, something you could touch, or even something like developing a service from scratch. like redesigning a service, the user going through an there are lot of pain points and we should map out the overall process... now you want me to give an example, e.g. digital feedback tool that ppl can use to give feedback to colleagues but colleagues are scattered around the globe not seeing each other very much. something like this, it wouldve been more useful. but it was also definately useful to have the tools. i just think for there are projects where it could be even more useful.

interesting you were talking about pain points, like customer journey?

yes, and also like some resistance in the organisation.

i just kinda try to elaborate. you said these tools wouldve been more useful when redesigning some kinda services, trying to see what tse service is now, identify pain points etc.

yes pretty muvh but for this you need a deep understanding of the overall process. and in the makeshop the 1 thing i was missing was getting insight into this application process. and if we had understood how these applications are processed and forwarded from reception to immigration, that would be more useful.

so since we were creating those journeys right? bc it lacks the supply side

yeah like from the other side.

this was from the users perspective but not the providers

exactly. when A4's saying first he goes to RC he waits 6 mo then he gets an interview he waits 6 mo then another interview, basically we have 3 points. but of course behind the 3 points from government there's so much happening. i think this what we did not know about would have been cool to map with these tools.

thanks for letting me know that! tell me about what happened on tuesday. in the morning we had this lecture, nice talk about fjord, trends etc.

that was interesting

did we then get the tour? it was wenesday. was the rumble on tuesday? ok. on monday we had worked on empathy map, outcome being we understood the pain points, good place to start. with this rumble we got lot of printed out templates to structure thoughts and to structure discussion to come to conclusion as a group to make this whole. bc everyone had somany ideas what should be done and how. to get a framework how to organize these thoughts.

so you were moved to game corner

basicaly we were still discussing which issues do we address. before we had mobility issue and waiting time issue. then i think in theory was good idea this impact & cost (or cost value) matrix. that was really handy tool as long as everybody was honestly assessing his/her own ideas. otherwise everybody glueing thing to the cheap high value corner but in fact costs a lot and has no impact.

what do you think about the other templates/methodologies.

one thing we had with (round Robin), that was interesting but that basically showed that we all more or less had same ideas. we started the 1st field similarly. we had the persona? (the empathy map served as a some kinda persona). well then very much towards the end, last minute we agreed on something after being lost for a moment, ended up we created this where you introduce your concept (concept poster). but i feel like quite a long time we were discussing, going back and forth and couldnt really agree on something but then I'm not sure what happened. maybe you and michi gave us some clue and we were like oh thats it, we gonna do that. everybody agreed and boom.

id like to hear what that secred glue is

if i remember i tell you.

so you were a bit lost there – what kinda methods you used within the group to get out from the woods?

i think at this point these templates e.g. write 3 things, make this matrix, otherwise good tools but at this point in time it felt a bit like i dont wanna do this i just wanna discuss now. but then again you only have 1 week, schedule is tight you shouldn't just discuss now. sometimes I felt like let us alone, let us discuss. but of course i know it's not how you can let things go. it's true like going a circle, everybody having their own opinion. but jaa, then we compromised to agree on something.

you were basically discussing (yea) did you write something down or use some material to help build your arguments?

not so much actually. discussing a lot, then when it actually came to drawing the user map – how were gonna visualise it but the steps were pretty much clear. (ok) so that was not too much. and i think the groups pretty much equally identified the user journey. i think the guys told similar stories.

basicaly you discussed, then reached some kindova agreement...

this clue that I'm thinking about, it was smithing somebody said. it made perfect sense to everybody and in a way included thoughts from everybody and then boom that was it.

maybe it was i saying your brilliant idea about moving busy stuff from the end to the waiting time.

that might actually been the clue bc thru we discussing about... making a web page where ppl can reach jobs etc some other was saying that yea but thats too expensive or you can't work, without the residence permit it's hard to get. it was kinda going back and forth. then the idea was we dont focus on working but these certificates that makes working later on easibe.. then everything fell on place.

when you go on for too long everyones focused on own thing need someone outside to listen and maybe its clear where the common ground is.

so maybe that was the clue. we cant be sure about that

favourite materials:

legos. i really like the legos. because every service theres people involved, whenever there are people i think its cool to have these lego guys visualize that. they can walk around and visualise different people.

these are really good, really handy (adhesive tack). it kinda sticks but also you can make it unstick. handy was to glue some lego guys onto the see-thru plastic, we could glue the guys there.

the wood, we made something with wood but we actually didnt use it much.

why?

because in the beginning there was some talk about making an app so we ... wanted to make an app so the discussion how do you make the app look like, so very much in the details already which wasnt really useful at that time.

was it like Tuesday?

yeah we just got kinda carried away and I think B4 and D4 went on to like print out different buttons and stuff that you would find in the app like a search field or a scrolling bar. different stuff and then big iphone or ipad

yea i saw that on your table

yeah cos the idea was that we could then discuss where to put this button and move it around. and i think for any other project where you actually end up making an app this is a great idea. to print out a big phone, and then you can ?? together at the crook take button move it there or there or there. but at that point it was not useful at all. but it was a nice toy for the rest of the week.

soft clay ... play doh yeah. we did use that. i think it was handy because it had different colors and you could like just make a very visual mark on this plain. this is red, this is green, this is red again. i think that was handy

like color-coded things there?

yeah. of course you could've used the pen, make a dot. but this was just more visual.

then we have left styrofoam boards but we did not use them. cutter, knives, pens. (didn't use those /didn't comment) I think that was pretty much what we used. there was this big see thru thing, lego guys, the clay and then different colours to mark stuff. and then we made these two prototypes of the poster.

cause our idea was to further visualise the idea, wanted to make ppl aware of eg taking a hygiene certificate, like publishing posters about this at the reception centre. so we actually designed the poster, how it could look like, some dummy text, and then print it out in A2 and used that also during our final prez and our stand. we had a working QR code, you could scan and then it would forward you to the organization that is organizing these certificates here in Finland. there also about it in the YLE video where B4 is scrolling, that was cool.

so in addition to the physical blocks you were using some digital tools on the laptop.

yea.

how did you feel on tuesday morning-ish when we moved you to the other room you saw all the stuff. can you comment about this stuff in the bag here.

we have some fabric? (i see a lego helicopter) there were also two big styrofoam boxes, like shoe boxes. I have to say I haven't seen that many fabric on Tuesday. Maybe we didn't end up with much fabric. one idea we had was to map out customer journey, one idea we also had was to make a map, seeing from above and then eg discuss the refugees arrive at the airport, you could build an airport. we were discussing that but didn't follow thru with the idea.

what do you think why?

honestly it was because D4 hated the material. he was like i don't wanna work with this. it's like styrofoam so when you cut it it makes a nasty sound. (AAHAA) and he hated that. so no airport. I thought it would've been cool, I would build like a building, multiple buildings but yeah. I think it was a bit like A4 and me have a completely different approach than B4 and D4. which was interesting because i thought that since they both have a design background, now they would really build a spaceship with that stuff. but no, they were kind of more conservative than i would've been in this. just like drawing something and lego guy here and play there.

do you know, have you any guesses like why, apart from the horrible sound that comes from cutting the material?

I don't know... Why... i dunno Maybe our ideas were just very different persp... before we got to use all these tools, I think we made just really a classic journey map with post its. and it might've been actually that this shaped how people thought we should continue. this journey map that we had, on columns we have different days and for the rows we have like different, what's happening and so. so you're basically already left with something, like a 2D plain that you look at and that shows the journey. so from there to what we finally made it was not that big of a difference. it looked a lot better. but we were kind of the same layout. or same way to organize ideas. let's put it like this, making like a map, seen from above would've changed that completely and we could've put this, i think we had a map of helsinki and vantaa, could've put that in the middle and then raised with different things, it would've changed the view on it a bit. so i don't know if it was because making this map first people had a fixed idea or something. might've been different if we were just given these tools and be like: "do something".

ok. so maybe there was even a bit too constrained to give you also...

maybe. I have to say sometimes i felt like we wasted a lot of time with things that were kind of old the moment we finished it. eg this first journey map with post-its. it took us a lot of time, again a lot of disagreements do we put them there, stick them there, stuff that doesn't really matter and you just have different opinions so you need to so often first before you can continue. once we were done with the journey map was like ok were not gonna use this at all, we're gonna go to the making another one with all these like tools, clay and lego etc.

how come did you end up doing that first post-it journey map?

I think we were under impression that this is what were supposed to do. use the post its first. i think at least D4 B4 and me, we had done something like this before that you have to select classic journey map, i dunno 8 columns for 8 different steps, then you have how does user feel, who are in the back etc. so we had this in mind and then thought this was supposed to do first.

now you're telling me we weren't supposed to do that

aaaa well yeah i had in mind that you would just do some kind of representation of the journey with all the materials available.

aaaaahh

yeah maybe that was not clear enough there.

okay.

but so you kind of started with the post it notes to make a 2D.. on the wall or on the table?

We did that on the table.

Oh yeah you had the empathy map on the wall.

Then on the table we had just a piece of paper and the post its.

and then because you already mapped that journey in that 2D way then you didn't change from that anything to radical different.

I think so. there was maybe a bit of frustration (is a strong word), why do we have to do it again?

in the afternoon or?

no, i mean straight after. as soon as we got to the game corner. first we did this journey map with post its and then straight after with all these tools. and we were a bit like: "again"? bc in a way it added no real value. it looked a lot better. but it told the same story.

was it maybe that we first moved you to the other rooms, then you were just told that were gonna make a journey map, then you started working and when i arrived later imo to give first instructions that use all the materials and then you already had the.

I don't think its... we spent quite some time with the post its.

ok so maybe it was even after my ... so i remember wondering like wait a minute these people are not so much using..

yeah

i was wondering ok maybe they just wanna stick to the...

yeah I remember you were bit like why don't you use these things, build something! I think it was not clear. at least i was a bit confused ok why are we supposed to use all these things its not really adding anything. but of course if you just keep the same format then it's really not adding anything. if you make a postit and write refugee and you take a lego guy who is the refugee, it looks cool but its not any different. so i think this is also why if it would've been me, i would've really built something different from this traditional journey map. but yeah.

maybe im also less shaped by my studies about this service design. bc we were told and studied and talking about how services differ from traditional stuff in terms of selling and marketing that. maybe especially D4 his studies we was more about how to design a service. maybe more like a fixed concept in mind about this, more like kinda structured approach to it.

so i got some final questions. so what things during the week speeded you up or slowed you down

(whistle)... well at the one big group was all these templates these tools: value/cost matrix, persona, empathy map etc. and there was different some really helped eg empathy map bc taht really helped straight after the RC put in writing what we had experienced, grouped aldeary in these fields. other stuff, e.g. this matrix wouldve been a cool tool but for us it didnt work really. thats also why i said i think it really works only if people assess honestly the cost eg. cause you then start arguing about is it really cheap or not and you just waste more time than neededn. then this tool where everyone writes one field and hands it over to the next. wasnt that useful for us either because we simply more or less wrote the same stuff. it sounds really negative but overall I feel like tools taht you gave us were extremely usefu. maybe you remember the negative things more.

that's human psychology

exactly. all these tools, clay, lego guys i think they were really handy. they take more time. of course if you have more choices more options what to use, it takes you longer than just having a piece of paper and post its. but when you make something with them its more fun, more fulfilling and looks much better. and i would say now thinking about the last day we had. just a map with post its, user map with post its wouldve been not as sexy to present to the outside ppl who came as what we had with lego guys and the clay. even tho as i said it's basically the same information. but when you have to present it I think that's better.

what do you think about the other team's concepts?

yea I think the group 3 had a very similar idea. problem is the waiting time, let's help them find a job later on in the waiting time. and we were discussing about should we have teamed up or something. but we have whole week, we decided that on Thursday that's a bit too late, makes more mess than creates any good. but yeah also a solid idea. but yea I think the bike guys. actually i didnt really know what they were doing til the final presentation but then i thought that's a really cool idea. it's much more, i think it was much more focused on a very specific problem than what we did. but at the same time if this really is put to use then I definitely see the benefits, and I think it could really help the guys at the reception centre. And then the first group had this restaurant concept which I really liked. I just thought this had been done many times. dinner with refugees or that, yeah, come together and cook something. i thought there were quite a few movements already that organize something similar.

what about all the groups these final physical outcomes?

oh the presentations were all really impressive. like g1 had this really really cool, I was jealous of their deck? model, their wooden model, it looked amazing. the bicycle group had all these cute little bicycles wooden printed out also really nice. and the third group had i think they had this video with legos. and i think that was a really cool idea to use the legos and film while you physically move them through the journey map. really easy way to visualize something.

and your groups stuff?

yeah we had this digital, because B4 was so good with her drawing board. so she actually made some animations. i wish we had a bit more time for this bc I ended up taking her phone somewhere in the game corner trying to block the noise from the dishwasher and recorded the voice for the video. we wasted a bit of time bc when we realised we wanted to make some animations they were(?) like yeah we need to write a script. and how to drawings and how the angle goes. I'm sure this is all correct if you make a proper video production but given the scope of this whole project i think it was a bit overkill. but i mean she was really professional and she had definitely done that before so she knew what she was doing. but I was really happy with this animation video and felt good. and actually i was happy that also for this final presentation we still had this clay and lego journey map beacuse we had it on our stand and it was quite handy to use this to explain people our idea.

how did you use it to explain? did you just like point?

Yea just like point, but i think it was very intuitive to say ok, every time there's a red dot or interrupted line there is waiting time. and when you look at this thing you usually see like one two three. lot of waiting. then you can visualize and show how you take things into the waiting time [from the after-decision hasty time].

INTERVIEW 3: B1

sää et ihan kaikkien ryhmäläisten mielipiteitä ymmärtäny?

... oli meillä semmonen kohta että joku päivä mulla ei ollu mitään hajua mitä F1 selitti. se johtu palho siitä että se puhu tosi nopeasti ja aika vahva aksentti. tilanteessa tosi kiire ja F1lla ihan täysin eri asia kuin mitä oliin tekemässä. must tuntu että se oli vähän vaikee tilanne myös et ku A1 oli siinä, siltä tuli välillä sellasia et oltiin työstämässä konseptii ni uhammedilta tuli sellanen että se puhuu päälle, keskeyttää jonku ja sanoo jotain ihan täysin aiheeseen kuulumatonta tai sellasta että hei voisinks mä mennä jotain 3d printtaamaan tms. ja siinäki tilanteessa oli silleen että A1 alko kanssa selittää jotain asiaa mitä F1 oli selittäny mutta m oli ymmärtäny eri tavalla F1n selityksen ja sit ne molemmat selitti mulle sitä konseptia mutta kumpikaan ei puhunu samasta asiasta loppujen lopuks ja sitte mä yritin vaan et voiteks puhuu hitaammin ja käyttää... puhuu selkeesti mitä tapahtuu, ku ne puhu samaan aikaan digitaalisesta konseptista, prototyypistä ja palvelupolusta, eli miten se palvelu menee sit oikeasti. pitkään aikaan en oo ollu tuomossa tilanteessa että mä mietin vaan et oonks mä vaan niinku ihan vitun tyhmä vai enks mä oikeasti tajua.

missä vaiheessa tuo tilanne tuli?

Yks tilanne aika lopussa, D1 (D1) oli jotain laaseroimassa siinä. täytyy sanoa että en mä ehkä ihan vieläkään tajunnu sitä asiaa. se selittäminen ehkä lopahti siihen ku ne tajus ettei ne ittekään puhu samasta asiasta. se nyt oli ainut semmonen asia.

kaikki hyväksyi lopulta?

se oli aika vaikee päätös ehkä. on vaikeita tilanteita päättää jotain lopullista silleen et ei oo käyty läpi vaihtoehtoja kunnolla. sellasesta ajattelusta on vaikea pääsätä irti että tarkoitus ei ookkaan tuottaa radical innovationia joka tulee muuttan koko maailman. vaan ajatella asiaa enemmän harratuksena tms. mut kyl sitä aina pyrkii tekemään asian joka voi mennä pitemmälle ja josta voi kasvaa iso juttu. en mä itte tee koskaan tee kurssiduuneja kurssiduuneiksi vaan sit että niistä voi kasvatkaa jotain isompaa. sellanen tuotti hankaluksia. toi on tietty ongelmallinen tilanne kun ei oo selkeätä briiffiä. tai on tavallaan selkeä briiffi mutta sitä voi lähestyy niin monesta kilmasta. tuo pakolaisten tilanne on niin vaikee ja siin on niin paljon ongelmia joita on oikeestaan helppo löytää mutta niit on vaikee ratkasta tietyl tapaa. seki ehkä aiheuttaa ongelmia konseptin valitsemisessa, mitä lähdetään ratkaisemaan. kannattaaks meän lähteä ratkaseen jotain asiaa mikä ratkasee vaan yhen jutun okein nyt nää pääsee bussilla keskustaan vai katotaanks me sitä yli pienuen ongelmien ja ratkastaanko jotain isoa ongelmaa että ku se on ratkastu niin mut ratkeaa perässä. mitä mä yritin koko ajan tuoda esille siinä et... ehkä se oli semmonen asia mitä muut ei tuntunu musta ottavan huomioon vaikka sitä yritti tuoda esille kyllä koko ajan. et kaikkein isoin ongelma ei oo se et näälä ei oo bussikorttia vaan mitä siinä on suurempaa taustalla.

mistä sä tän ajatuksen sait? minkä? sen että bussikortin puute ei oo isoin ongelma?

niin, ajatus on siinä että vaik näil on bussikortti niin se ei oo mikään tähtiportti että sitte kaikki ongelmat on ratkastu. vaan jos ratkastaan jokin muu. esim. jos lähetään lähestymään tätä ongelmaa siinä mitä me vähän meän konsepti keskitty siihen että luodaan se interaktio muiden ihm... tavallisten ihmiste... tai suomalaisten ja maahanmuuttajien välille ja sitä kautta sit ku se yleinen mielipide saadaan käännettyä oikeaan suuntaan, eli et se ongelma ei ehkä oo maahanmuuttajissa vaan suomalaisissa. niin sit on taas helpompi lähestyä näit muita ongelmia. tää oli vaan se ajatus siinä et miks ei kannattais lähteä tekemään matkakorttilukijaan lahjotusnappulaa.

nähtävästi oot nähny hyvinki paljo hyötyä materiaaleista ja työkaluista?

joo se oli mulle, mitä michillekki sanoin et mun mielestä tosi hyödyllinen tapa tuo fyysinen prototyypointi. kyl se jotenki selkeyttää tosi paljon. mä oon ehkä it.. tosi vahvasti itte semmonen ihminen että mun täytyy nähdä jotain konkreettista ennenko mä ehkä itekekään ymmärrän sitä tilannetta täysin. sitte ku sulla on jotain konkreettista käsissä niin sit sä tajuut ja näät sen asian ihan uudella tavalla... verrattuna siis taas tietokoneen näytön tuijottamiseen tai postit lappu seinään. kyl se et on jotain konkreettista, niin se ehkä helpottaa siinä että sä pystyt samaistumaan tosi paljo parempi siihen vaikka palvelupolkuun, jos sä ns. sijoitat itsesi sinne avatarin muodossa sinne kentälle, ja mitä siinä on ku sä siirryt paikasta a paikkaan b yksinkertaistaen, mitkä ne ongelmat ja pain pointit ja touchpointit siinä on sit konkreettisesti. ainaki mulle se tuntuu ihan hirveen toimivalta työkalulta.

(huomio. kertoo hyödyistä sinä-passiivissa, ei viittaa viikon tapahtumiin, paitsi seuraavassa:)

ja sitä mä yritinki, ja must tuntuu että henkilökohtaisesti onnistuin täs tosi hyvin koska.. tai mä vähän pakotin meän ryhmän tekemään jotain tosi fyysistä. et tehään jotain mitä ei vois post itilla tehdä. et mä otan postit lapun ja siirrän sitä eri paikkoihin niin mä oon kulkenu sen polun. et kaikki se potentiaali mitä tässä tilassa on, niin käytetään se kaikki. ja mun mielestä me käytettiin aika hyvin kyl se. ei ois kyl oikeestaan ainakaan monimutkasempaa mallia tai siis tota protoa voinu tehdä. jos se nyt on niinku,

emmätii onkse nyt goali tässä tehdä mahdollisimman monimutkaista. mutta se et kuinka paljon siihen voi fyysisistä läsnäoloa tuoda. must tuntuu että me siinä mielessä onnistuttiin käyttään resursseja hyvin. aikaa ja rahaa.

ja tuntuu että siitä oli hyötyä, jäikö plussan puolelle ottaen huomioon aika ja raha investointi?

ehdottomasti. mä mietin tossa mitä me michin kanssa puhuttiin, että voisko nää kuitenkin tehdä vielä jotenki karkeemmin ja nopeemmin nää protot. et tarviiks siinä oikeesti olla 3d printattuja pikkutuoleja, voiks ne olla jotain yksinkertasempaakin. mitä taas jos aatellaan prosessia ja sitä mitä se todellisuudessa on, et ei oo oikeesti tämmöis projekteis oo ihan kauheesti aikaa hukata yhtään mihinkään. niin sitä mä vaan sanoin et kyl ois voinu tehdä asioita vaan veistellä jostain styrofoamista jonku tuolin muutamalla veitsensivalluksella kuin se että etitään jostain cad malli ja printataan ja odotetaan et se printtautuu ja sit nypitään niitä pikku juttuja pois sieltä päivän verran. jos ymmärrät pointin. että siinä mielessä tätä vois hyvin toteuttaa myös fablabin ulkopuolella yksinkertaisimmillakin työkaluilla.

kuten?

mun mielestä styrofoamilla ja erilaista lentokonevaneria ja tuomosta... sit ku on pikaliimaa vaikka, multi-dremel, pääsis jo aika hyvin pitkälle kyl. et ei siin mun mielestä... tuo laaseri nyt on helppo silleen et se tekee niin nopeesti sen. mut en mä siitä välttämättä nyt haittaakaan nää et on tavallaan liikaa resursseja missään nimessä, mut helposti sit alkaa tehdä myös hienompaa kuin ois tarvis. sitä ehkä helposti herpaantuu keskittymään epäolennaisiin asioihin ja sitte .. mikä tällä viikolla taas ei ollu ongelma koska ei ollu aikaa tehdä mitään. mut ku on 3d printeri jolla pystyy tekeen mitä tahansa, sit sä voisit tehdä niinku talon pum ja pum, mut sit sä etitki sieltä eiffel-tornin cadimallia ja alat printtailla sitä. et nii.

nyt tuli lappu käytyä läpi sitte avoimia kysymyksiä. viikon kulku kaverille kerrottuna.

tavallaan ajatuksena nään selkeenä päässäni ku oli se fjordin design "sprintti" kaavio mut nyt ku jälkeenpäin miettiä niin asiat helposti sulautuu yhteen, oli vaikee käydä yksityiskohtasesti läpi päivät. mutta kysymykseen mitä sanoisin kaverille. no se oli mun mielestä kaikkein .. se käynti Auramossa oli jotenki mielettömän silmiävaava kokemus, kaikki tieto mitä tosta on on uutisissa eikä oo omakohtasta kokemsta. sitte näki ne asiat miten ne oikeesti on ja ne asiat mitä uutisissa on ja mitä rikkinäinen puhelin tuottaa. se et joku sanoo että nehän saa kuukaudessa 1000€ elää herroiksi ja oot että aijjaa viitsi aika paljo, ja sit todellisuus on jotain täysin muuta. siitä .. tää on vaikee kysymys koska mä oon puhunut tästä mun frendeille. mut ne on muotoilijoita. eri tavalla muotoilijoille ku tavallisislle ihmisille.

voit kertoa samalla lailla ko muotoilijoille.

siitä mä tykkäsin hirveästi että maanantaina discover ja tiistaina.. en muista sanoja mut concept generation jne. siit mä tykkäsin että pakotettiin työskentelemään tosi nopeesti ja sit, ko mulle on kauheen hankalaa aina ollu se et sul on 2 min aikaa nyt tuota 15 konseptia ja thats it. vaan sit jotenki aina haluu miettiä eri näkökulmista ja sen jälkeen ku ne on valmiit ni päästää käsistään ja sit taas miettiä. niin siitä mä tykkäsin et siinä tavallaan oppi itte tosi paljon et kun sitä joutu pakosta päästämään irti tavallaan semmoista ajatuksista et mun pitää tuottaa jotain hienoa kaikilla, kaikki mitä mä päästän käsistä pitää olla tosi smuuttia ja hienoa. ja ja ja. en tiedä oikeestaan vastaako tää kysymykseen.

kyl se vastaa, voit ehkä vielä, ei tarvi tässä vaiheessa arvottaa, vaan käydä vaan läpi mitä tapahtu. eli mä käytiin auramosta ja...

sit tiistaina

tiistaina olitte eri huoneissa.

niin silloin tehtiin niit konseptia ja sit ke oli tää fablab kierros joka oli mulle vähän turha juttu jossa menetti arvokasta aikaa. sitte mennään torstaihin, tota ... jaa. tää on kyl selkeesti mulle vaikee kysymys. miten kertoisin kaverille jos ois kaverit... torstaina, soli kyl kiire päivä. hitsi mä en, toi on mulle hirveen vaikee kysymys.

voit myös omin sanoin ilman kaveriskenaariota.

se on kyl kans mulle vähän hankala, hitsi en mä pysty erotteleen näitä päiviä toisistaan kauheen hyvin. tämmöis tilanteis aina menee päivät vaan vähän blend toisiinsa. sit se on niinku valmis sen jälkeen. torstai oli aika koodauspäivä mulle ainaki. silloin tuota arduinoa mä pyörittelin. muut laseroi. se oli ehkä kans semmonen päivä, mis kaikki teki vähän omia juttujaan, jaettiin vähä niinku työtehtäviä sä teet tätä ja sä tätä jne.

mitäs te teitte?

mä koodasin aika pitkälti ja tein sitä hardware hommaa torstaina. sit D1 laaseroi ja F1 teki vähän sitä sun tätä. C1ista mä en oikein tiää ku se aina jotenki hävis johonki. ja sit me kaikki luultiin et se oli koko ajan tehny semmost levyyn kiinnitettävää planchia jossa oli jotain infoo ja jotain polkuja ja sellasia joka tukee sitä protoa. ei sitä sit tapahtunukkaan, mulle on vähän vieläki mysteeri et mitä C1 on tehny, ku sil on vähän semmonen tapa et se kattoo jonnekki. et se oli jotenki tosi mysteerinen kaveri kyl siinä mielessä. no sit se teki ne semmoset infokortit loppujen lopuksi mitä tuli niihin. ja C1 editoi sen videon kanssa. se melkein kyl sen videon kohtalo oli kaikkein kivuliaim muisto tästä viikosta. tavallaan ku on tehny makeen jutun, ja sit se mitä ihmiset näkee on video josta mä en ymmärtäis yhtään mitään jos mä en ois nähny sitä konseptia. et siinä oli kans vähän epäselvyyttä, me kai luultiin et se video ei saa olla yli 2 min, niin musta tuntuu että C1 oli nopeuttanu siitä, tai se että mitä mä katoin lavalla et se vilisee vaan kaikkea tälle näin että se oli nopeuttanu niin että se ei mee yli 2 min.

perjantai. mä vihaan tilanteita joissa sä et oo ehtiny valmistautua presentatioon. tottakai sä tiität siit konseptista kaikkein parhaiten siis tai kuka vaan meän ryhmästä joka siinä tilanteessa ollu mut sulla ei oo mitään näytettävää joka tukee sitä sun puhumista on aina aika vaikee paikka. sit kaikki se informaatio mitä kuulija saa on sun suustas. sen tietää sen asetelman et se on vaikee kuulijalle ja se asettaa sut presentoijana vaikeeseen asemaan tietyllä tapaa. se on aina vähän vaikee paikka kyllä. varsinki ku ei tienny sitä videota että mitä helvettiä sieltä tulee ja sit ku tietää että täällä on vielä joku yle uutiset paikalla.

mut hyvinhän se meni sinänsä. teän protostahan tuli pätkä uutisiin.

mites tuossa torstaina mitä A1 teki?

mul ei oo kyl niinku hajuukaan. se oli aika paljo niinku F1n mukana kyllä. se rapsutteli kyl kans niistä tuoleista niitä tukimateriaaleja pois jonki aikaa ja sit ne teki F1n kaa laatikkoo servomootorille siinä prototilussa. torstaina oli tää kyseinen tilanne et en tajunnut ympäröivästä maailmasta ilmeisesti yhtään mitään se oli mun mielestä torstaina (tää mistä heti alkuun puhuttiin).

sitte jos katellaan vähän näitä. mitä ajatuksia herää kamoista, käy läpi mitä siellä on.

näistä mä tykkäsin kyl (concept canvas card). kaikki rakastaa postit lappuja, kyl mä tykkään ne on hyvä keksintö. nää pallot on maailman turhin juttu en oo ikinä enkä nytäkään keksiny käyttöö. mitä tuo puolaji, balsa (sä veistelit sitä tiistaina). se oli sellasta mitä samalla ku juteltiin ni mä veistelin. tavallaan hiton hyvä materiaali jos sul on vähän millä sä työstät sitä. tollasesta kuutiosta on vaikee tehdä ilman kunnan työkaluja. Tinaa, hyvä juttu. kuumaliimapyssy on kyl kova juttu. henkilökohtasesti vihaan sitä koska siitä tulee aina liian sotkusta hommaa. (tossa on lego ukkoja) leegot on tosi hyviä meki käytettiin kuljettaa käyttäjää, kuvastaa ihmisiä tosi toimivia juttu. muovaviluvahaki on mulle henk-koht kauheen vaikee (mikä siit tekee vaikeen) ehkä mulla on jotain traumoja savitoista. mä en oo koskaan saanu sitä käytettyä mihinkään josta must tuntuu et se sais aikaan jotain lisäarvoa. et mä pystysin sillä replikoimaan jotain hyvin. (mistä se johtuu, tuntuukse epätarkalta?) voi olla sitäki joo. ja sit se materiaalina se ei loppujen lopuks näytä mitään. (entä jos se ois enemmän sellanen savi) no se ois parempi kyllä. muovaviluvahassa on se ongelma miten mä tän nään että se on niin vahva itsessään, kaikki tietää muovaviluvahan, siitä on vaikee päästää irti ehkä et vaik sä teet siitä kuinka monimutkasen jutun ahansa niin se on enemmän muovaviluvahaa kuin sitä mitä sä oot yrittäny tehdä sillä. (entä sitte nää kangaspalat tai muut?) mun mielestä tosi hyvää matskua kyllä kankaat. saa kyl tosi paljon ,tai sil pystyy kyl varioimaan tosi paljo, tekee eri muotosia, eri näkösiä juttuja ja sitä kautta ja sen takii se tuntuu käytettävältä ja hyvältä materiaaililta tai käytän neulaa ja lankaa ja siitä niinku kasaan jonku jutun ja jos se on vihreitä niin sit se on puska.

no te ette käyttäny näitä ihan hirveesit...?

ei me käytetty meillä oli vähän se juttu ku meillä oli ne ledit siinä niin se vähän ehkä rajotti sitte. siinä ois joutunu askartelemaan vähän enemmän että ois saanu et ne materiaalit ei ois blokanu niitä ledejä. ja tavallaan tossaki prosessissa on helposti pitää mielestä myös sen ettei lähetä tekeen liian vaikeeta. aika nopeesti ne päätökset tekee mielessään et käytetäänkö tota noin – ei käytetä se vie liikaa aikaa ja ei anna tarpeeks, sen käyttäminen ei tue tätä esitystä tarpeeks siihen käytettyyn aikaan nähden.

tuohon mä haluaisn tarttua. mikä oli se arvo minkä te näitte tässä arduino+ledit+kosketuspinnat.

tavallaan se oli se, mun mielestä hirveen looginen se kun sä kosketat jostain niin se paikka aktivoituu jossa on kyseiset esineet joka taas viestii erilaisesta yhteisöstä. samalla ku syttyy samanvärinen ledi jossain tai siis siinä meidän ipadissa, niin se viestii että se ipad ja se sovellus siellä on ikään kun real time että silloin ku täällä tapahtuu jotain niin se tapahtuu täällä online todellisuudessa samaan aikaan. ja taas mitä me nähdin tää että on 3 kokonaisuutta ja ne 3 kokonaisuutta pitää saada mukaan että syntyy tämä isompi kokonaisuus. sitte ledit ja nappulat tuntu helpolta tavalta viestiä.

mitä te oisitte käyttäny jos teillä ei ois ollu arduinoa ja ledejä käytössä?

se vielä, mä sanon, mä halusin saada tästä protosta osallistavan että sun pitää oikeasti koskea sinne että tapahtuu jotain.s e ei riitä ett sä katot vain sitä protoa. sun pitää osallistaa itseäs prosessissa ja samaan aikaan toimia sellasena, ajatella itses olevan käyttäjä siellä ja samaan aikaan semmosest lintuperspektiivistä että mä ohjailen tätä ihmisten toimintaa.

ja siihen kysymykseen mitä muuta oltais käytetti... ehkä nyt ekan tulee mieleen et sinne vois lisätä elementit taas, jos tälleen mietitään, vihreä kuutio kaikis kolmes tai kahes paikassa indikoi taas sit sitä et se on jotenki aktiivinen tai se on osallistettu. tai sit vaan siirtää niitä ihmisiä, liikutella niitä. mut se ihmisten liikuttelu ei täs kohtaa ollu hyvä ajatus koska me haluttiin näyttää se ipadilla toimiva palvelu siinä kuinka se toimii siinä kontekstissa, sit pelkkä ihmisten liikuttelu ei toiminu samalla tavalla. vaik kyllähän meillä oli se ajatus että voidaan sit lätkiä näitä kylttejä sinne ipadille kun on joku näist ryhmistä on esim. maahanmuu/turvapaikanhakijat tehny aloitteen että voidaan pitää ruotaa. niin sitte lyödään siihen ipadille ne kyltit niinku lyötiinki että ne on niinku käytössä.

paluu torstain tilanteeseen, kommunikaatiohaastetta. mitä teitte että pääsitte eteenpäin?

omalta osaltani mä pyysin ihmisiä puhumaan hitaammin ja omalla vuorollaan ja selkeyttämään sitä, puhutaanko digitaalisesta palvelusta, protosta vai sitte tästä käyttäjän kulkemasta palvelupolusta. et mistä näistä asioista nyt oikeesti puhutaan. ja itseasiassa tajusin tässä samaan aikaan et hei se mistä te puhutte, ottakaa tästä lego ukko esim. ja näyttäkää siinä protossa että miten teän mielestä tää palvelu pitäs toimia. näiden summana se sit niinku enemmän tai vähemmän selkeyty sitte. mut tietysti tässä oli myös vähän se vaikee asia että A1 ja F1 puhu toisistaan eriävistä asiasta mitä he luuli että ne puhuu samasta asiasta mut oliko eri asia.

näyttikö ne siinä protossa kuten sä pyysit? joo. auttoko?

autto auto ja nyt jälkeenpäin ajateltuna se tuntuuki sellaselta ajatukselta että ois se nyt hölmöä olla käyttämättä sitä protoa joka meillä on siinä jos me sitä sen takia tehdään että se selkeyttäis prosessia katsojalle.

ok!

nyt paljastin kortitni. se mitä haluans aaha selville oli että auttoko se että oli muutaki ko postit lappuja.

mun mielestä se autto. tavallaan se et sulla on jotain konkreettista siinä edessä joka toimii ikäänku katsojallekki sellasena ikäänku kiinnepisteenä mihin pystyy kiinnittämään ajatuksen. ja sen pohjalta, tai semmosena ankkurina että sit pystyy siitä kohtaa sitte seuraamaan tilannetta ja pystyy sijoittamaan itensä sinne palveluun ja taas siitä kohtaa pystyy kattoon ympärille että mitä tapahtuu ja sit pystyt siirtää ittes toiseen kohtaan et mitä täs tapahtuu. et tavallaan sellasena ognitiivisena juttuna, onkse oikee sana tälle. mä vaan nään et se auttaa ihmistä hahmottaa kokonaisuutta kun pystyy samaistumaan ehkä siihen tilanteeseen paremmin. jos sillä pystyy kans sit helposti käyttämään osaks myös sellasia ajatuksia mikä on ehkä multaki myös arvailua mut semmost et tavallaan voi käyttää esineitä mitkä ei herätä liikaa mielipiteitä tai omakohtasia asioita, sit sen proton kans pystyy pitämään sen ajatuksen tavallaan universaalina. et se ei mee henkilökohtaseks kuitenkaan. mut en mä tiedä pystyiskö, kylhän sen nyt pystyy tietyl tapaa normaaleillaki konsteilla tekeen sellasia juttuja ja pitääkin. mut mä aattelin vaan täs fyysises protos et ehkä semmonenki on helpompaa tässä näin. mut niinku sanoin niin tämmöstäki pitäs tehdä enemmän et sit pystyy muodostamaan isomman käsityksen siitä mikä on. tavallaan tämmönenki ensikohtaminen tämmöseen on tosi positiivinen. ja tottakai sit ku käyttää enemmän sit alkaa tuleen niitä epäkohtia et mikä ei oikein natsaa.

palvelut, nehän on -palvelua ei voi veistää puusta. niin tuleeko mieleen jotain muuta keinoa käytettävissä miten oltais saatu palvelu näkyväks?

kyllähän tavallaan mitä käyttäjakeskeises suunnittelu käytetään esim. roleplaying, kyllähän työkaluja on paljo kehitetty vaikka ideolla mitkä tähtää käyttäjän ymmärtämiseen. siellä on tosi paljon, jos sä suunnittelet palvelua vanhukselle, sä voit laittaa lasit päähän jossa on väärät voimakkuudet ja näät sumusesti. ni sä pääset sitä kautta itte siihen filikseen et hei miltä tuntuu käyttää tätä. jos mulle vaik laitetaan painoliivit päälle ja tuomiset silmälasit että miltä tuntuu olla vanhus ja käyttää tämmöst palvelua.

D1 on sulle, ootte paljoki tehny koulutoita yhdessä?

joo tehtiin UID kurssi syksyllä ja otiin tukholman messuilla laivalla kyl tunnen D1in tosi hyvin. F1a mä en oo tuntenut enkä C1ia enkä A1iaakaan.

ku me istuttiin D1in kanssa samaan pöytään niin mitä sä teet mun pöydällä. toisistaan tietämättään hakivat. tiesi vain pari tyyppiä coid:ltä.

A1 tasavertanen osa ryhmää?

mä sitä mietin onkse hyvä asia että käyttäjä on koko ajan mukana siinä prosessissa kuitenkin. koska just mitä sanoin aikasemmin kun siltä tuli semmosia kommentteja mitkä ei liittyny asiaan yhtään mitenkään ja sit ne aina vähän katkas sitä asiaa.

mitä ne oli ne asiat?

vähän kuten hei voinks mä printtaa sählypallon? ja sit oot silleen selittämäs jotain ja se keskeyttää sut puhumalla päälle et voinks mä printtaa sählypallon et mitä vittua? mut ei mulle semmonen tulu mieleen etteikö se ois mitenkään tasavertanen koska se oli niin hyvä juttu että se oli siinä. se vaan kritiikkinä että tulee helposti sellanen ajatus että onks, se ei välttämättä oo hyvä juttu et asiakas on koko ajan läsnä prosessissa. miten sen nyt sanois että tota se voi olla vähän vanhanaikanenki ajatus mutta sitte et tavallaan, tulee vähän fiilis ettei ite pääse tekemään työtään, ei saa hetken rauhaa kasata omia ajatuksia tai reagoida niihin, se reagoiminen pitää tehdä real timeessä että mitä nyt tehdään.

huomasin välillä et A1 alkoi kertoa jotain kuinka rankkaa elämä vokissa. vai onks tää oikea havainto?

joo se kerto tosi paljo siitä ja oltiin lounaalla ni hän kerto mitä irakissa ont apautunu hänen perheelleen, kyl se tosi paljo kerto hänen elämästään sekä ennen suomea ja nyt ku on suomessa asunu. ja miten näkee oman tulevaisuutensa., ja tommoset oli tosi arvokkaita et oikeesti ymmärtää ihmistä jolle on palvelua suunnittelemassa. ja se on tosi hankalaa kun sitä silliinku sä et pysty tavallaan laittamaan mutelle sitä toista ihmistä et mun pitää hetki kasata itelleen tätä kokonaisuutta ja sitte voidaan taas jutella. kun se tulee jatkuvana virtana sitä tietoa sitä on vaikeee reagoida siihen ja pitää samalla oma pää selvänä ja tavallaa itte pysyä itte tilanteesta tavallaan ulkopuolella et mä pystyn kattomaan sitä kokonaisuutena enkä mä nää pelkästään sen yhen ihmisen tilannetta. et koska me ei olla kuitenkaan suunnittelemassa palvelua A1ille vaan turvapaikanhakijoille. niin semmonen tavallaan ajaa helposti siihen tilanteeseen mitä huomasin, tai vaikeuksiin. sitä ehkä tuntuu vähän lukitulta siihen tilanteeseen.

miten nuo käytetyt metodit vaikutti siihen, auttoko ne A1ia puhumaan?

kyl mustuntuu että... kiitti!

INTERVIEW 4: C1

some of them were exploring the SD. i wouldnt consider their opinions being understandable or not bu of course if i understand some things from the different understand because i wouldve been on that place... i mean it's very subjective. it's really hard to say.

did you feel that you understood others?

in that case ok.

equal, mean like equal in skills or equal as in equality? equality.

graduated from media lab. 2014 spring.

didn't officially have a course on service design but one course with volkswagen. 2 months internship in Fablab.

VW project 2 engineers, 1 business student, I was the designer. was awesome.

OOLRAIT. you didnt feel you were heard?

I would said if i have to describe: it's going to be typical in every project. it's nothing new. every project will have this not heard and so that's not something i don't expect. i think it was more of like pushing little bit the boundary was what I thought we could do and maybe we played too safe. bc we had an excellent representation of the idea, but then the idea itself, we couldve pushed the boundary a lot more. i think what happens, this is maybe my personal rule of thumb in design. whenever we have a mixed group there are 2 things that can happen. one: you can go to the extreme experimentation and you come up with this really hard idea that's exceptional, but for that it can be that one person's personality is driving that project into that direction. but usually 90% what happens is you try not to have conflicts so you settle for the average. so when we decided to go for the restaurant idea I already knew yes this is the compromise situation and now we are voted for the average idea. so we didnt push that. but then the interesting thing was that the tools that we used to build the prototype, that was really what I would call really pushing the envelope and doing something radical. but the radicalness was not there in the concept itself. but that's not a problem bc you can always put the concept in that. the thing was done, that was a major good thing that happened that the whole thing was done. but the concept development itself was, you know, just like saying that we should have an app at the end of the day that brings, that has events and brings communities together which is like if you look at the amount of process we went through, it couldve been much more than that. so instead of having the app as just a placeholder we couldve had a one story that wouldve been like or one example of an app that really stood out or something. but thats maybe my way of thinking and I think compromise of course is a good thing also that you actually get things done. otherwise you will keep sort of going into this endless vicious cycle. one concern of mine why ive put it like that is because there was two stages when you analyze the ideas and you create the synthesis of ideas. we had exact same situation in the IDBM brainstorming stage so we had the discovery phase and then we had the transformation phase where you kinda transform these lots of ideas into few concepts so we had made this matrix or different kind of matrix, it wasnt the value vs it was more of like implementability vs. something like it was in the experimental scale like how brave and how typical it is or something. so we ended up choosing four in this kinda peer voting process and the four was one was something about learning teaching having a driving school that is more designed for young girls. ... F1 race.... service tools for women... we had a big argument which one to choose. they were all different but connected to each other. so i think when we explored the ideas [in makeshop] we didn't find the interconnected stuff like overlaps. when we had it on the paper and then we were just looking at which ideas would be when we were voting for the ideas and so on. so there was maybe ideas that led to a more hardcore concept but we didnt connect them together. so like for example we had the restaurant idea and then we had the interactive menu for example, and then you have like... but they are all for me like in a way can be put together somehow. in a story you can basically make them elements that connect to each other. so when you choose one by voting then you eliminate the other 2 but then you can include like the other ideas also into that and create like higher idea or something. so I think that was in the voting process it becomes too few people voting for ideas that are only on paper different but in the story it can be like one thing or something. so i thought like maybe... it's a very mystical process like how you choose from the brainstorming so maybe that was the only reason why I think the communication was not maybe good enough that we could be like able to take a risk of saying you know, your idea is great but then we should be able to connect these together, so. because that's a very important stage because youre actually choosing something that everything else will depend on. so if we didn't have these electronics to prototype then I dont know, we would just have another app for a restaurant. but luckily we had the electronic stuff so we could build something a bit exceptional but bc if it was only making an app then it wouldve been the same old app idea, you know. so yea that process for me is like, theres a lot of variables there but there has to be maybe some better way of connecting the dots between ideas.

when you made that decision to go for that restaurant idea, why didnt you add the other ideas to the 1st concept later on?

it was i think that the restaurant idea was planned along with the Restaurant Day thing, and the trying to add the ideas was basically what i was trying right there, after the idea was chosen. so it was my way of communicating that how do we combine these now into this one. so i dont think it was taken that seriously. so i thought like it's better to, because time is less you just have to get it done. so i think it's for me if I find that our team is , if there is nobody who wants to synthesize then you cannot force that either. then you go into flow. and then the next day I came a bit late but then i realized the whole concept had already changed, when I came 10:30. so they had already discarded the restaurant thing for making this interactive table thing. so i thought ok that's an interesting jump anyway so for me it was good.

so what was the thing that they discarded?

if you remember we had a brainstorming session and then we voted for the restaurant app, or it was just no, we voted the organizing of restaurant event.

yea I think there was this name "sharing restaurants".

exactly and the event was all about... using something like ravintolapäivä and this kind of social movements to augment that on top of that. so that was the idea we had chosen. so after that evening I came back next day 10:30 and I hadn't been in touch with those guys, so then I heard from I think F1 also was at the same time here and I think F1 and me discovered that they were planning to make that idea into a service prototype using the electronic tools, and I thought like yea thats good and then I was suggesting that I then make on the wood a poster which would basically be like, in addition to what happens on the surface, you can read infographic of what is happening on the poster. so then I was starting to make the poster stuff separately. and then well I of us was not aware of the poster thing as being a group decision and stuff so then after I was making the poster, then one of us decided that we don't need any poster because it's, the information is there as it is so I said ok fine, so at that point like, I was just going to the team flow. I wasn't trying to push anything from myself I was just like ok whatever be you guys are doing a good job with whatever you are doing so it's fine. and it's not life and death situation.

who was the person who didn't want the poster?

I think D1 didn't want the poster to be there. I think he was saying that... that's the trickiest thing in a process when somebody has obviously the drive and also quite good arguments but sometimes those arguments can be too logical in a sense like... I'm still trying to add depth to the concept but then the logical argument of course is that maybe this poster doesn't do anything. but then, it was making sense to the other 2 ppl so it's then like the other 2 have said yes but I person is saying no and then it's like of course: you don't need it at the end of the day, it's, you can avoid conflict by saying no and, because.. then at that point for me there's no time to like get into this conflict mode anymore so I'm thinking ok, if this poster is just maybe too much in this stage then let's just have the small color cards that talk about each section. so for me i was like in this adaptation mode mentally, like, I just adapt to the situation and try to go with the flow. because that's not the time for new conflicts, and because that can really break the group. so for me i was just going with the flow towards the end.

can you give an example of the too logical argument?

I have to sketch this out, so as you know we have the service prototype. so there was the B1 and F1 working with the electronics and D1 was busy building the 3D stuff, things like that. for me the idea was to have the information layer, like a poster about this size which would basically be infographic poster where instead of having this on the flat doty(?) you have elevated basically. but the poster will have some information about like 30k refugees in the center and then 60k events and then Finland with pop. of 5M as if youre looking at a poster but the poster has these sensors. so that you click and click and click. now the big problem with this kinda poster is that the way you measure this all these things in millimetres, they have to be mapped to the poster because otherwise you cannot... so for me the communication here of the people are making it separately, so 1 guy is making this, 1 guy's drilling the holes, one guy... so for me for some reason i was not able to maybe to communicate that I really need you guys to follow-up the poster with me step-by step so that I can accurately map these LEDs to the poster. so for when I was trying to communicate that to D1, I think he was of the opinion like Why? Why are you making the poster in the first place? So I'm going back to sq1. because with F1 and B1 already, we'd already agreed with the poster and then with D1 it was like going back to sq1: why are you even making poster. that's overkill, we don't need that. this is what I mean by a way of shooting down something that couldve added value, maybe couldn'tve added value but it's, I can use logic so shoot down many things in a design process by saying... for example if some1 decides to make a huge wooden board, the argument I could say is like who's gonna carry this stuff around, or what's the point. and I think it's a matter of... it's not anybody's fault at all because when I was doing IDBM project, I gave a really hard time to my team members. I really had to because they were settling to and idea that was so typical and not. because their goal was to have something for their CV, IDBM. so then they were not pushing even this much so for me it was really great that these guys, like the design group we were in, that there was the passion and the pushing. so D1 has his own vision, B1 had his own thing but in terms of communication it was with B1 and F1 that I was really comfortable and relaxed in communicating. and then D1 was doing his own thing and suddenly seeing something that he didn't approve and saying like no this shouldnt be done like this. I'm not saying his vision is wrong or too logical but then it becomes maybe a little bit that he could miss out some things that could have made it better or. I mean at the end of the day in any project, the only thing i've learned is communication. like it doesnt matter how crap your project can be but if you are friends at the end of the project and you are able to give thumbs up to everyone, that's a sign of a successful project. because it is so hard to get it like that in any group project. its just communication. and you know, communication is not easy because you are dealing with.... let's say that we are designing something for the prime minister of finland about what to do with this extra budget. if you believe in recycling and i believe in business startups, we can go on like, sort of going into this self-defence mode. for me the communication has to come to the level like youre detached a little bit from the project. not detached but detached from your own ideas. and i think that was one thing maybe could have added a super nice layer if we had like lost lil bit of that I own this project kinda thing. but at the end of the day I have no problems, it was really great use of the materials at the end of the day and I think the prototype was something that everybody will get from every organisation. they can just see it and they get the picture. and maybe that simplicity is also a success. overall I'm very happy with the outcome. i'm just trying to go to my deep thoughts, don't take it too seriously.

about this approving of the solution concept. you approved but maybe others?

... what you delivered on Friday, not necessarily the model you built, but the idea basically.

OK so here's the twist!, big twist! So we had this concept. so the way the concept was represented was as a service prototype walkthrough. so they looked at it as a walkthrough, like the presentation, was presenting this as walkthrough of an app. ok? so they wanted to explain how the app would affect the ecosystem around the refugee asylum seeking by using this. so for me this was the product, not the app. the app was like whatever. for me this board was to be kept in every organization so that they can see something outside the internet, and they can see the moment they put their phone there the app or whatever is the trigger, will basically activate these LEDs

wherever the activities are happening. so these were like metaphors for different organizations related to asylum seeking. so for me this was the product. and in the final concept presentation we didnt get time to discuss all that. so in the final product presentation somebody had made like this app thing. so here's the app which will solve this problem. but for me this was the solution and the problemn everything like this was the product for me. so I have a different thing in mind.

ok do you think that's all your team thinks the same way?

No. I havent discussed. I really think they are looking at this as, you know, this is how, like an architectural model like this is the city and this is how things work. as a way to demonstrate the idea. but for me this is the product itself. and that's why I was making the poster also. because in the poster there was one more thing in the poster that I haven't been telling you but like for me this was basically how I sketched out the poster when I discussed, ok D1 didn't see this, this was the problem (C1 USED HIS OWN SKETCHBOOK), but I had been sketching out various concepts for the poster, and for me there was the information layer on the poster and at the back there was like a cartoon that I wanted mohammad to make that wouldve been like an ethnography, like stories from the RC. so it's like the loose cartoon thing in the back. and that wouldve been like the poster in the backdrop of this. so i was seeing the whole thing as a product. and maybe that's where I didnt communicate well with them that ok are we making the end product or is it the service walkthrough. so for me it was like ok somebody in the RC actually presses this switch maybe and then you actually see the things lighting up, for me it was like OK that would be cool and then I had a talk with one integration center yesterday, Luckan, where I am the advisor, so I showed them the YLE tv and they said yea that would be really interesting because they you wouldn't have to be lost in these apps and these things it's just on the table. yea so. it remains to be tested but i dont know.

so basically the idea you had in mind was that this board that you created with arduinos and LEDs and miniature houses, lego guys and this interactive touch thing, that would be like, maybe like made look a bit nicer, (exactly) and then you a bit polish it and you take it to one to a RC, one to a red cross HQ or whatever and (exactly, one here at the media factory yes), and then it kinda works so that somebody presses that now we want to --

somebody is organizing an event and they just press it when the event is there, so theres event space in the RC and they just press, it doesn't have to be this same model, it can be any trigger that says that there's an event, it can be a push notification from FB or whatever, and it just comes up on this one interactive poster every place. and i guess there was no time for me to have a dialogue to say I'm seeing this as a product so I think that's where maybe. ... because there is so many tools, people split very easily and we are not on the same table. and I think that's one reason why the digital fabrication tools are really interesting, they can also cost... (???) Oh here's another thing, I want to add. A1 was one of the fastest learners I've ever seen with design. super fast. I think we had a total unpolished diamond in our group. and I think we didnt listen to him enough. because he had really good ideas. and he was constantly saying some things that were relevant for him and asylum seekers and I thought like we are not listening him enough so every time i was trying to have conversation with A1 there was nobody else was really like trying to get into his world more. but i understand that because it's like the clock is ticking and we just need to do the project and get it done with. but for me like he had excellent ideas and everything he was making was kind of 15-20 times better than any of us really. i mean if you remeber that proto app project (Prott) app you sketch and... he picked it up really fast and he was showing me 3-4 examples and then I was looking at B1 and D1 and they were having argument about maps. like they wanted to show a phone where the map of the world will be shown and you select a Syria and the menu opens like Syrian menu, they were into this kindova flashy design mood. and then this guy was basically creating an app that everybody would love to use. and i was thinking like ok so heres like designers with so much professional experience and here's one guy who has maybe never done any prototyping before. but he's basically the user for whom we're designing, but he's himself designing something that anybody would use I was thinking like wow this guy is really really interestingly fast. and the way I could talk with mohammad about ideas, I have to tell you like it was really beautiful. i don't know if it's like a cultural thing, but... of course at the asylum center (RC) i had this kindof thing that im actually going back to my home country (India) or something because there's this kinda communication between Afghani people and Iraqis like for an Indian that is like not only the... it's beyond English, it is like we can also use body language or ... it's a richer communication so I won't have like "i agree with your idea but on the other had i think this is better I don't disagree.." we don't ever have to say those things at all. like we can agree disagree all in the same process. so i think the language, how we use for the non-westerners how we use it, we can go very quickly in the design process of communication, because we don't have a technical language maybe. we also have some analog things. so i think that language communication with A1 for me was super interesting and I was really wishing that mohammad would have contributed a lot more in terms of like getting heard and, if you see the prototype all the chairs and tables everything was done by him, with totally new machines, so it's not only the Prott app but like everything. i think it wouldve been really cool if we had said that you know, this whole thing was designed and conceptualised by this guy. and we just helped him to do that. so yea that was something that I wanted to just point out that he was really important and one shouldnt see him as just an end user but he was really important to the whole process. and he had a high level engineering training in electrical. so... I missed that process when they decided to jump from the restaurant event to the actual electronics, I don't know when that decision was made but it's probably that A1 might have pushed that or something. you have to find that from the others, i'm not sure. but definitely a very interesting example of how designers are not just trained in design school. we has really really exceptional. I would love to even work with him again if possible. and other thing was when we went to the asylum center and then we came back there was no time to go through out observation. so that was one thing that I was thinking that would that have been helpful or something for us.

to make more observations?

yea or from that observations we made from the asylum center, we had surface opinions of ok these guys don't have anything to do ... but like should we have had like whole team, all four teams together in a dialogue of what we felt about the trip to the asylum center. just to see that does anyone look at the problem differently or something.

just to make sure. you see this change from wednesday afternoon to thursday morning. please go again.

so wednesday I guess we were choosing to go with the restaurant as an event, organizing a real event with the refugees, which was the concept, and at that time i was a little bit disappointed bc i thought like that is too typic, too obvious. and there's nothing sustainable there bc it's just going to be one event and it will just highlight the restaurant day as a thing and not the actual refugees problems. but obviously it was also my mistake that I didnt follow up next day early morning what's really happening and I think that was one problem that we didn't share our emails or contacts or anything. i could have called them up like what's happening I have this idea. so next day when i met these guys they had already been on the board with the electronics stuff and i was thinkin alright what are you guys doing ok you are doing this as a making - at that time F1 was playing with the wireless buttons so then she told me that this is what is happening and i said ok. so i don't thin we had or they didnt really have a dialogue with me in that hey, when you were missing, this is what we did. so for me it was like entering as an outsider, that's what I felt. so i said ok let me try to work with this and add a layer on the top or on the bottom and work bc i felt like in my previous team projects sometimes when somebody is engaged to their own idea or whatever it is and when the communication is missing I just try to divide it so that I do some part and you do your part and we will just join them together. so that's why I ended up with the infographic poster idea that let's split it into 2 parts now and do it separately. so i dont know how they made that jump as such and who was telling them.

when you were suggesting this infographic thing, did you already then had the idea that the board is gonna be the product.

absolutely. actually a little bit before also. but I didn't, because the restaurant idea was so far-fetched from that I didnt have a chance to say that, in a way, but it was in my mind. because year ago i was actually prototyping these things here in the fablab, trying to mix electronics with information poster, so for me that's always been in the back. so i was really happy to see that as end product, so yeah I had it already. that is true.

interesting.

often the way I feel about the project is like i have five solutions in my head already and then it's... it might sound really weird but you know, some times when I even enter the project I have the end product in my head like already clear. and then the actual task is to sort of like go through the design process and pull these bars, tell the people to have this... it's almost like playing a movie or theater show. bc you want to go here so then you have to act this role like ok what is your idea ok this is my idea, here's a bicycle ok maybe the bicycle can have this part ok now let's turn this bicycle into this and finally it's the poster. I'm not saying like I'm manipulating anyone towards that goal but some designers might have that kinda process, some might have a linear process, a to b. and i'm somebody working all the time b to a. all the time. i'm not linear at all. so for me sometimes i would love to just try to communicate what I have in mind and see if the others are going to that direction. in this case it just happened by miracle that they ended up quite close to what i was hoping for. it wasn't my work.

but still the infographic didn't happen?

yea. but it still has the essence of the idea. so it doesn't really.. because D1's argument was that this is already an infographic on the surface happening and I don't disagree with that. that is also true. but then I'm seeing another product. that's the only thing.

I have to ask the other team members did they see it as a product

yea I don't know. maybe F1... I'm not sure actually.

as far as I understand now they might think of it as just a representation.

yes. yes. it's quite possible.

if we assume that then maybe the jump from the restaurant idea to this thing was not so big jump in their mind because that was just a representation of the wednesday idea.

ah that's true, yea yea. very true. for them it was not such a big jump, it was just a way of, hey here's the tools and let's try to make this service prototype. but for me, conceptually it's a huge jump because it's a product now for me. this is the end thing, this is it. just improve it little by little and you get this golden product. I still think.. that's why I was telling you by mail that this just needs little more push and we can make it like a killer product from this. so i'm really interested in taking it forward. with the team of course if they want to work on it.

... lomakkeen vastaus approvaako kaikki solution conceptin.

still i would say, even if it's end product still I would put here bc here i feel like none of us had a proper dialogue. so i think B1 had his own ideas which maybe were not heard properly, mohammad had ideas which were not heard properly, so I think whatever is the flashiness of our end product or end walkthourhg, it really doesn't represent each team members approval. I felt it very strongly that we were always on this compromised mode.

what about yourself?

I approve for different reason because I see the magical end product. but this is not about team communication. I'm just approving the concept.

So you approve the idea?

yea. whatever came out it was good.

what was your favourite activity?

visiting the asylum center.

about the stuff on the floor here. browse through and elaborate usefulness, favourite...

I'm total freak with this kinda materials , I love all of them are very hard to say which one can be useful, it all depends on the context

what was useful last week?

last week ok.

or did you use some of these at all?

last week.. (legos), these were useful (you had them on your wooden board) we had them on the wooden board but we also were describing - we used it in dialogue, what will happen to this guy this guy.

did you like walk them through

yea walking them (on the table) yea little bit on the table like pointing them like this is the guy, but in a very playful way it wasn't that serious and I think it added a layer of playfulness in an other ways very serious team. so i think it was nice to have playful moments. but if i had to use these more serious, there was this other group that was using it quite well so it was good to see them. but yea it was kinda useful in that. but for me most useful was probably these, these are pretty much what I end up with because (Sharpies and Stabílos). out of all of this, this has probably been most useful.

what about the fabrics or stuff...

was there fabrics?

well there was some. what about the other box?

well of course the ubiquitous post-it notes but then the postit notes also create so much variety that it becomes chaos and I don't think we actually go to read each postit note well to make this idea so we might have.. it might have been nice to just put the ideas out there but this was useful but also we threw them all away so it was like maybe we had some better ideas there. but yea these were useful, postit notes as usual. some of these large postits were also useful, the colors are very useful for me bc i can the large ones i can make illustrations of the idea so i can, it's not like pendrive something like text but you can show the illustration on this large one. so for me these were very useful for the process. none of these plastic (transparent) things. no i don't thin i ever used those.

what about balsa wood or playdoh? did you use them?

we used it - one of us used it, I didnt use it. F1, i think, used it to make some trees so i think it was pretty interesting. (that was playdoh) yeah but i didn't use those.

favourite?

sharpies, pens. and drawing as i'm thinking visually so that's why it's extra warm for me that stuff. and then the electronics were nice, the arduinos are always good for prototyping but what was, what I wanted to maybe find a little bit more time playing around with was the pencil circuit thing, what was it.. circuit scribe. maybe I was interested in that more. so I hope I can play with it. maybe these guys have it or something but it's quite fascinating.

I'm really in love with the concept I have in mind so if there's anything...

INTERVIEW 5: B3

Poland.

not disagreements?

yes definitely it worked well.

you were with...?

D3, E3, F3. (not mentioning AG)

you found tools and material useful?

yes. but we didnt use all of these tools.

which? why?

3dprint, littlebits etc. because we didnt have any idea how to use it in our projects I think. I think it's better to make video and tell the story about our concept.

you had some laser cut circles?

yea just some circles.

you feel like your team maybe didn't do better than other teams?

yes

bit lower or about the same level?

I think we repeat all the time the same thing this user journey, but it wasn't useless. We had to do it to make a better UI, but we didn't have a time to print something. I think it's because of time. We could have made it visually better. eg I really like this concept with kitchen, they had a lot of electronics, it was amazing, I was a bit jealous

what do you think about "i felt all team members were equal" (answer 0)

please explain question better

intention here: ppl equally accepted as members, heard, valued

ok so maybe I put here.

so everything's fine in that sense.

I think that we don't have any problems. Once just, if I can, I think refugees can come just for few hours, not all day. bc sometimes we just have some problem with eg our team member, sometimes he felt like he's more designer than we. our refugee. sometimes it was hard to make some decision. because he thought in different way. sometimes, it's not about this person but I know that a lot of ppl sometimes think that being a designer is really easy and everyone can be a designer, and sometimes it's a problem.

example?

sometimes when we start create some solutions, he said like no no no we can't work, and do this and that. and we understand that you can't do this and that because of law in Helsinki and in Europe. but we have some different solution and maybe we can say that sometimes it's better to -yea- because our concept was about that they should work before they get the residence permit. and he all the time told us that he can't work. and we understand it but we should find another solution. it was problematic at the beginning. but after he understood that he should have some skills and yeah, it's more about skill camp, not real work.

what do you think helped him understand that?

that they're not designer? or that it's about skills not work?

The latter one.

ok... I'm not sure bc I think that they do not want to work for free. so this is the main problem. that now they can have some volunteer work but there is just 10 ppl who go there. and I'm not sure what should we do. maybe when someone start learn them some skills, not just language but some manual skill, it will be more useful for them and then know they can do something. and after few minutes they will see some result. because he had a lot of complaint about this language courses.

he did complain?

yea. bc they have in RC language course from Finnish and probably English, but only 7 ppl go because they don't want to learn. I don't know, I don't understand it. He told us that he prefers some manual skills, he likes to cook. but our refugee can speak English so it's not a problem for him. he don't want to learn Finnish.

then about the other things. when do you think he and how he realized that he's not a designer?

I think he all the time felt he's a designer in our team. but I think it was also good because he felt really important to us and he know that what he says is important to us. we didn't disagree with him. but I think teams should be alone without refugees when we made some crucial decisions.

example? was there some moment where you felt like "i wish he wasn't here now"

at the beginning when we start made our first video and we just write our points. I think it was this moment.

did he do something there?

no no and also at the beginning I think the first task when we create our ideas.

on monday?

I think it was in Tuesday. in this small paper from Fjord. we created something like 15 ideas. and then we just choose three or something like this. and when we choose this I think we should be alone.

he didn't choose the same ones?

yes he just chose his idea. I don't remember his idea but finally we didn't choose it

why didn't you choose that idea?

because for us this idea was useless. I don't remember this idea. it was something totally different. I don't remember. And also we had this task (round robin). all the time he just write that refugees cannot work. before residence and work permit.

at least that became clear

that kinda conflict with those two tools, both were on tuesday. what happened after that... wednesday?

ummm. I think on wednesday we start our first user journey map.

on wednesday morning we had this tour.

after we had this. ok we had these postits and meeting with F3. on Wednesday. and I think that also it's crucial when F3 come to our team. bc he had a strong opinion and it was easy to make a decision.

so he came from the outside and he didn't know anything about the concept.

ok I remember. I was a bit late on Wednesday. and after at the beginning our refugee told me we should change our idea bc there's something like this. bc our idea at the beginning was some kind of linkedin for refugees and also some skill, some courses, but it was more about website. and he told to me that there is idea like this (in team 4) and we should change it. They discussed together probably (the team). At the beginning I think he didn't like our idea. but I still think it was useful bc teams should discuss etc. so it was not so bad that he told that no no we should change our idea. but I think that before F3 came it was harder to make some decision. like we do this, that.

what was it that helped you make decisions when F3 came.

I don't know but we start again our CJ but just with ... we start ... we start think more general, not just focus on one point, we start see everything. he explain us we should also think that what will be after this Skill Camp or before it and yeah so. but I don't know, we just started working maybe harder.

but somehow it changed the process when F3 came. and did I understand that A3 still was not so comfortable with the idea

no after I think that yea bc when F3 came we started to discuss more and I think that he started to understand our idea. that it's not just volunteer work. I think that at the beginning maybe there were some misunderstood between us b he maybe think that we want some volunteer work for them and they don't want to work for free (A3 was think like that I think). and after he probably understood that it's not just work, it's skills and they can find better job after this course.

what made him understand that?

I think that user journey. bc we started draw everything and yea maybe he start understood.

tue? wed?

wed.

you did UJs on tuesday as well did you?

No we didn't... on Tue... so F3 come... I don't remember. when F3 come... We had a lot of UJ, we had here one very big (on the wall post its) but it was about UJ now, without our idea.

on the afternoon you did another?

when did we have this workshop with charlie?

Wed.

Wed? so we start this CJ on wednesday.

What did you put on, you had this big template, concept poster, was it already about the new idea?

Yea but it was still about this website but we changed our idea on Wed.

this website idea was... you didn't trash it but you put it in context?

I think we took something from this idea but we were more focused about not digital platform but also some f2f meeting and courses, not just the website.

what do you think in this user journey on wednesday , what was the magic which made A3 understand? how did you make the UJ?

I think that he, eg Wednesday we thought that also another refugees can teach another refugees. he started thinking maybe he can teach someone cooking etc. and i think he thought this way that he can teach someone. and he starts understand this idea. cause this idea is that some refugees can teach other refugees and also other refugees can participate in some courses but the courses are not just created by ppl from outside but also from refugees. cause at the beginning we had the idea that we should just have ppl from outside, some professional, but we started to understand that we need a lot of money. a lot of refugees already have some skills and they can teach each other. and but our idea from tuesday was also in our CJ because we also had this path that refugees can find another people and create a team and a startup or something like this.

so those thoughts were included in the final.

can you quickly go through the week.

ok so at the beginning we had this lecture by Helena. It was kind of background to our topic. after we went to refugee center, really really important, crucial for all week, because we start to understand how they live there, how they feel, we start understand their opinion. because eg i dont read media in finland but i read media in poland so I know the opinion about refugees but i don't know the refugee's point of view. i think in changes everything and now we understand. i think lot of ppl think that they come here and they don't work but they can't work actually. they should wait for this resident and work permit. so it was really useful. and after we back here, and i don't remember what. what was (there was this quite big template with man in the middle, empathy map). ok we start create this empathy map. yea it was also really useful. but i think it was create this user, no refugee journey with our refugee A3 this customer journey, it was very useful that we had him with us. it was tuesday morning, super important. and i think also this workshop in fablab was important because we know we start understand which tools we have which tools can we use, but actually we didnt' use a lot of them. but i think that bc the lack of the time if we will made our decision earlier we probably use some other tools. not just laser cut.

what would you imagine you would have use, done?

i really like to use these little bits

what would you have done?

But i think we should change a bit our customer journey to more interactive. we just tell the story but we could create some interaction like... eg. i don't know. for example our (lego) guy was walking around our customer journey. he could for example stand on some point and then this point starts to have some light on something like this. this is my first idea. create some... alert or something.

so tuesday, you created the CJ with A3 and...

it was very important that he was with us.

what was the scale - from afghanistan to helsinki or?

yes, all the way.

and after yea we had this workshop in fablab then we start create our first idea about the... so I also really like these exercise that we create our idea and another person person agree or disagree and tell more and yeah. it was some kind of brainstorming but in another way and I think it's better than just normal brainstorming. If of course someone have some arguments. but our refugee didn't have any arguments. this was.. yeah. but in our team i think it was really cool. yeah and on thursday we start made our CJ and start thinking about this video. so Thursday and Friday in the morning. and it was really also it was useful when we did first video bc then we saw what we did wrong.

so you did it again.

yeah. bc before video we didn't see that something is wrong or think it was ok. but after video we start to understand there's something wrong, the story is not so good.

ok what was wrong, was it that you needed to change the concept or change the representation?

Representation I think. not all concept but we should also add some points bc when we show to someone who didn't see it before, he don't understand some point bc we miss some point.

do you remember in detail?

No I don't. But we showed this video to ... A2, and he told us that he don't understand some point of this.

so you had this round robin exercise where you rotate ideas, that's on Tuesday, you developed ideas, you had linkedin website there (yea), then fablab workshop wednesday... yes yes. wed afternoon?

yea we changed a bit our idea when F3 came. We start again create user journey from post it.

then let's look at the stuff over here. go through, useful? favourites?

this was really useful and our favourite toys (legos). maybe when we have more time, we plan to scan our friend and print in 3d printer but we didn't have time for it so we use legos. this was also really useful (sharpies). play-doh... yeah for us I think the most useful was lego, sharpie, this soft clay. that's all. I think balsa wood was useless. also styrofoam and fabrics: I think it depends on concept. in our concept maybe we could also use this at the beginning for just create some journey and some point, and also this fabric. but I think we didn't see this fabric. so we didn't use this. aah, this was also for me really useful (postcard from future). this was super cool (concept canvas card). and post-its I think that the best tools was this card that we critiqued other idea (Round Robin).

Then what was fav activity of the week? anything that happened? Or fav day?

I don't know. I think it was my favourite week of all my exchange really hard to say. hmm. Thursday, we know what we want to do and we start doing it so it was nice that we know what to do. Wednesday also was really cool when we had this rotated day in Fablab. And of course Friday when we show our presentation. And Monday! best for concept but not my fav day.

why was it best for the concept?

because we start understand the backgrounds, the problems, we start,,, this empathy map also very useful we start to empathise with these refugees. without this journey to this RC we probably were not what should we do and we didn't understand the problem.

one more. could you once again elaborate on why you didn't use the kinda all the tools and material available as much as you... If i understood correctly you wanted to use them more.

I think we wanted to use more this electronic stuff cause but we didn't have time for it. bc we all the time change our idea and made it better so at the end i think we didnt have the time for use it.

and how did your discussion about making the idea better coming. were you just discussing or did you write things down or show something or... like how did that happen this discussion?

I think we used a lot of post-it to write this idea and to show the problem. and after we discussed. but we didnt have any disagree i think.

and how did you feel like wrking with ppl from different academic backgrounds?

oh it was really cool. eg in my previous course i had a team with people from biz school and it wasn't so useful for me bc it was more like a design project but in this workshop it was really cool bc these two guys from i don't know engineer or something (E3 and D3, information networks), and I think it was very useful and they know a lot about service design, about the tools about all this stuff. sometimes when people are from different backgrounds they totally dont understand the work of designers so sometimes it's really hard bc actually when I did some customer journey in our project (in other course), they biz ppl thought it's something like 5 mins i just start writing and that's all. but here I think everyone understand that design in a process and we should use some tools. and it was really open minded when a lot of ppl are from different background. we have 2 designers and 2 ppl from engineer and one refugee who also have different background.

Who was the other designer? F3?

No he was more like business person. that was useful as well. But this chinese guy, C3.

INTERVIEW 6: C3

China

you felt like equal contributor etc, ppl were listening etc. using the tools and materials provided make sense, which tools did you use?

I think the making part

whaddya mean by making part?

tues/wed introduced to tools to make prototype. i was interested in this because i knew about sd process. i was interested about tools about interactive journey map. initialli I thought it's possible to use with our concept. finally we came up with lego role-play which was useful. also in the beginning we did some empathy practice before going to VOK and that was good. i had some questions prepared. this course it was good that we had something ready before field study. make use of the field study not just coming up with questions when we are there.

describe the week mon, tue, wed...

i was telling story that i heard from the asylum seeker to my friends. maybe decision is negative. we didnt know it before, only the story from the media. now I had the chance to know the story in the background. for my friend its very interesting to hear also. then the methods and the tools we used and the concept... so it's not like imagine to tell, it really happened.

ok so now i'm your friend, tell me.

so 1st day field study at VOK, interviews with aseekers and interview with volunteers, we heard the stories and had own empathy with them before we go. when we were there we found many problems from both side from government and the asylum seekers. also psychological situation, worry about decision etc. when we come back we had our own team mate from RC, very happy to work with them. get a chance to know deeper about them & story. I was so excited first 2 days, lots of story and data coming from them and interview, i know quite a lot from our team mate... mohammud? from afghanistan (A). I have no way to pronounce it! he shows me the media teams work wordpress website it's really nice they put their stories there. i was so excited. i was thinking we could make some concept about that, about their own stories.

wednesday & thu we explored the prototyping tools here with them and try to figure out most interesting and useful concept for them. combine the user journey map with things we use here and we come up to some ideas. but unfortunately before the last minute we couldn't decide it and on thursday we had the decision that we focus on the skill camp, skill exchange inside reception centre. that these asylum seeker can find useful skills from others and someone with previous skills can teach the others with their skill which is quite useful bc it's not easy to take a course in school for them because they have to pay for them and they have time and they are wasting time in waiting for the decision and they can prepare their future better in this course that they organize by themselves. friday we had this presentation it was excited we presented to the media in Finland, unfortunately we didnt have our face in the news but it was also nice that more people come and hear the story of the asylum seekers they were also interested of our concept in the end of the presentation and we had this discussions with other people. it was quite nice we had this relationship wit our guest and he also promised that if he got this positive decision, he will come to us. and we also said that it is possible to continue with that the cause/course and we can somehow make it better in a way in portfolio, and in a way if it's possible we can implement it in the future. if there's opportunity.

who else were in your team?

chirs, B3, E3, F3 from Fjord. (and) A... I just never remember how to pronounce I'm very sorry.

my team's solution is creative... what thoughts?

i think it was not innovation idea. somehow i can find it familiar with some other concept in elderly people, in like , cause I also did some project with intellectual disability youngsters, think utilise their own skills to help others and this small community concept things, it's not like innovation things. so I put it not very creative. it's more like integration of small ideas and put them together, make it happen.

"i had to ask my team members some terms?" you put in the middle.

yea i think most i understand what they talking about so i dont really need ask them to... what do you want from this question?

jargon. so you basically understood? is this about english?

1-2- times maybe.

can you explain concepts of other teams?

what is better here? each concept is quite theyre all good, different face of the problem, i cant say which is better. i think that somehow the prototyping part, like we made these lego roleplay things. i personally like some other group make use of arduino etc. journey map, more interesting, easy to explain. when we put map there it's basically still a map. that point i was not very satisfied with it. we can go further actually if we got enough time. that's why i put it's not better than other but not worse either.

all the teams were pretty much in same level?

finally every concept is very useful, they just need to be applied in that VOK. that's only thing. the others were all good, useful because we developed our idea with out guest from the VOK.

you didnt have time to take map to something more. what would you have built if you had more time?

hmm. I think. its just like i'm not really happy with the final whiteboard with lego things. eg the video we can tell the story like, it's like were using the map to tell the process and the concept, not the story. the feeling is like you know in the presentation the storytelling is more attractive to sell the idea to audience. so we can use the lego to make more, make the video more emotional in a way. it's like a story part is not so strong. also the presentation we taking there is not like. i'm just not happy with my presentation part. i was taking the value part. i should tell the story based on the video. because the video didn't really tell the feeling and the thinking as the Wissam, the persona. i should talk more about the feelings after he took these service things. so i was not happy with that. i think i have this problem in communication sometimes. i was hoping the video can tell the story, the feeling the empathy more strong, emotional connection to the audience. they all made the concept attractive.

but that didn't happen?

it happened in a way but it wasnt as good as i thought before. and i like actually the team 4:s presentation. they had the video that their guest (A4) they combined the animation and the first cut is the asylum seeker telling about his own background info and some story about him then they moved into a concept with animation. it's actually quite good for me. and we didnt' put our guest in that video. we just created ourself and talked as a 3rd person, not as a 1st person... the story should be taken by the asylum seeker.

my team made a good use of the tools and materials provided. eos?

we do use them, like lego, whiteboard, laser cut stuff. just thinking again that we can maybe use michi's tools to make a interactive journey map that we can interact with them. press it, some some some videos maybe or some. and also i dunno maybe some animation. we can use the 3dprint to print something maybe.

for example?

i dunno. like,... i was trying to think. we could use them but i have no idea how to use them in the end. for example for the prototyping part we can actually, we did discuss it. we can take video. we take a course in VOK that we had this discussion with you if we can go there, and we actually could do it in here also, find a classroom and make in in a video and show the idea, introduce the concept. but we cannot assume that happened. roleplay workshop also make it more interesting i think. that's why maybe we could use the facilities here better.

let's now look at this stuff we have here. take a look, favourite?

postits really useful always from ideation to prototyping. these kinda things also help , when time is really limited, the transparent sheets you can draw and erase again. we didn't use it but we used paper and it took time. we didn't use trello, dropbox etc. we just used google drive to share some photos. markers also useful. didn't use cutting knives. we just grabbed the laser cut components from other group. modelling clay: we played but didn't use on the concept. balsa we didn't use it. it could be useful if we make video of 3d lego role-play, if they need some custom tools. (bag of lego) we use it, it's our concept! other things not so fun to hold in your hand. no cloth/fabric. maybe if we took the video here we need to borrow some clothes from film department and need a stage from film department, then we can need it.

why you did not use this stuff, all of it, just only the legos and whiteboard.

one thin is the concept it self, you didn't need to use all of them. because introduce the concept itself takes time. not like the restaurant thing or the vok bikes. they dont really need to tell whole story of the process step by step but in our concept we have to talk about that from the beginning to start their own business. it's this journey you need to somehow tell them in the video but the video just 1-2 minutes so i think we don't really have time for this on that part. and also i think the background of the team mates, not all of us are very excited about these toys. also the eletronic tools. that's also reason that we decide to just focus on legos and make it happen.

how did you make that decision, intentionlaly or just happened?

i think it just happened because noone could put another concept there. almost all of us agreed the , we used the ideation format on wednesday, michi give us the card with everyone get 3 ideas based on the previous one so then we finally benchmark it. this one big sheet you were passing around, during that we had Concept Canvas Card, we put to the matrix we found they are all similar, most of them are here and 6-7 of there are same. then we made this decision and focus on that.

what kinda concept would have been some that you would use the materials more?

more simple, more concrete one. our idea is like a system so for system you cannot just easily grab some tools. how could you prototype a skill camp with clay or something. and also i said that we have to introduce the thing in 1 minute so theres no time for the try other things. but if it's more concere or more small or simple idea. maybe a small event of this. we will not focusing on whole journey here, we just focusing on maybe the course. then would be easy to use some of them. maybe we were talking about the workshop things like knitting, veawing, maybe cooking, then we can use it.

how?

we can assume that somethings like, there is this kind of things for ceramic things. (ceramic tools from the partybox), we can use for ceramic workshop. and also i don't know, just depend on the course itself that we can use them. there's physical interaction. the asylum seeker can do something with the tools we found here and we can film it, then it's quite simple concept that we can interact with. but i think our concept is more in a holistic way. so not that easy and we were not that excited about use all of that in last 2 days, rushing in time.

in your group there were some ppl not so interested in playing?

not like theyre not interested in pplaying but that the time is limited and our concept is like that and they are not... i have my sense that i want to use them. but I think not all of us have this same mindset. but theyre trying to make the concept more reasonable and that's they focus on a concept. i personally focus on like how to use them in wednesday and thursday, how to use all of them and playing with them. cause i think the concept is like, yea we know that it's not that creative. somehow you already know what is it. it's only hard to present it. that's a point what I saw.

you said that you were more thinking playing. who are the others?

I think only me was interested in... i was just talking about that like we can use michi's ink and the board to make the interactive journey map. i know what happened after that was we didn't use it.

do you remebmer anything about the discussion?

it's just like a proposal and then we forget it. we focusing on other things like focus on the whiteboard and lego things. i was talking that we can film that lego roleplay movies and then we found it more simple to make the journey map and film it to introduce whole concept, the we do it. so it's like proposals here and then we find out maybe better way then we forget it. that's not, proposal itself is not like very convincing, like everyone can think it's very useful for the final concept, then we just forget it, move on.

why the group didnt' think its valuabe.

for the proposal itself i cannot explain very well the benefit of the proposal. i think it's just a proposal, i don't even have the time to think deeper about that. i was just, i want to use it but how to make it useful for our concept, i didnt' think it very well. so when I talked about it and i found actually the other way is better than this with the limited time and resource we have, move forward. then i forgot the..

what else than this time constraint, what else makes the other way better. (sorry?) so you decided to do it other way because time constraint, was there other reasons?

then we would definitely try everything we could figure it out. we didnt really have time to prototype every concept here in our group. we have to make a smart choice which we finally made these film and prototype of this concept. so that's why i said the time is limited. we can't spend time on prototyping the one concept, one proposal

and see the outcome then redesign the details then go forward. I think it happens in our group. bc we didn't decide the whole details of the concept till the end of thursday. that's good. (?)

then let's talk about A3. how do you feel you got along? what was his role in the team.

he's really active in the group, and sometimes when the group was stucked, like everybody was tired sometimes, he would still like trying to involve everyone in the discussion and he was putting his proposal there. like he said that i think the idea of that something is really good can we work on that? so he's actually one of the team in our group. really active.

was there some situations where granis was disagreeing with others?

yea in the beginning. the concept looks more, not that concrete, not that practical. and you would say something about it's not really practical and I think it's not really useful at this moment (he said, not the same sentence but similar meaning). he's helping on that, trying to help us make the concept more practical.

did it go smoothly?

yeah. not that strong. it's just because his reason is good that his point is good, we just take it and we think together and we discuss together. I think the team was really good. that's why i like everyone's opinion, we take it very seriously and we discuss it, there's no very strong argument and disagreement in group work i think it's nice. i think the concept itself it's like maybe in a way not really, we have our own opinions but the concept is our group work outcome. it's like a group work. eg personally I would prefer interested in toys, in the end make presentation more fancy. but i found it it's actually our concept is reasonable and practical for asylum seekers so i also think it's good concept.

so you agree about the concept but maybe not the way it was presented.

in a way yes. can be better - always

how did it go with Round Robin? (because B3 said A3 put same thing every paper)

it works well help us make the decision. just one thing, we share the similar research outcome, the empathy from the first day. so it's like the concept it didn't have huge difference btwn each others so we don't have too many choices after that. that's actually not really good bc for brainstorming we are supposed to have more idea. it's a easy option, finally you have almost all of the cards here. (best corner?)) it's maybe bc we are not all that crazy guy. we don't put our heart, hobbies our something like, someone like rock climbing or biking or the like. someone was very interested in interactive things, animation that they would trying to put that into concept because they're familiar with them and think it's useful for the group work. the we will make it more crazy, more choice. but we didn't. we just service design in this group so we focus on the vey practical and very useful concept.

waht was your favourite tool or method during the week, or material?

i still like the board and that electronic thing. (even tho you didn't use it) yea i think it's quite useful. journey map is quite nice way to show the concept.

fav day?

the first day (because), I like it most bc visit to VOK and I had this interview with and I got story behind and the moment very emotional bc I did user research work in china at the internship, so i like to hear story of different people. i like it. and in wednesday the prototyping, the introduction of the fablab and these playing with the tools and prototyping material it's also interesting.

alright! were there some problems or things that slowed you down?

dunno.

or did you feel frustrated any point?

yyeeea... I think that sometimes I feel that if just, my mindset for this course is taht were playing with these materials and prototyping the service. and the concept itself is not appropriate for this prototyping. for example our concept. so it's could be maybe a way that someone can help us to focus on more simple one concept. and basically the service design is holistic and trying to integrate every touchpoint. but if we're focussing on some touchpoint, the we will make it more easy for prototype. it's my opinion.

example? focusing on one touchpoin, then maybe easier to use this kinda stuff.

like skill camp, we can focus on one workshop of skill camp. we can put skill camp the journey map as a background, but in the presentation we focus on workshop itself, we tell the story of the workshop. the feeling, the preparation and how that could be done in VOK. that would make it more.

what materials would you use?

if we use like lego to make the video, we can use lego and plywood (basla) and print something to make the scenes for the lego. this was one way. and then if we film it with real person, then we actually can use the environment here. it's workshop itself so, also maybe we borrow some rooms or space from fashion design and other studio, you can actually copy it in the reception centre. that's actually the prototyping for me i think. so were not just focusing on the whole concept, how the ?? from beginning to the end, and we focus on these touchpoint here. and IMO, the prototyping things is trying to prototype this touchpoint and test it within very short time. obviously in one week we couldnt make this concept every detail really perfect. we can only focus some small things. that's why I say that maybe one touchpoint is enough to show and to prototype it.

do you think that maybe if you had this idea already, that probably just make one touchpoint, that you could have in this week just quickly do the whole journey and then prototype more on one part of it?

yeah.

and then present it.

i totally agree, it's actually my opinion.

but i think it's good you did the whole thing properly, but I agree it's more powerful to have whole journey sinne päin and one touchpoint properly prototyped.

INTERVIEW 7: A1, A3, A4

all familiar with service design and services... (i doubt) A1 had experience in 3d modelling, i watch from youtube and i know how printer works but never used it before.

in general felt that contribution was valuable. A3, not so sure about it, what do you think?

A3 well i think yeah its, my relationship was really so effective and smooth. but i think we cant say 100% sure i'm not sure bc this idea i've been to startup refugees, and there were a lot of ideas i think more than 1000s ideas. so from those ideas they took like 7 ideas, which more valuable or effective to them. so because of that i can't say no that's 100% sure about our ideas to come up like really.

using the tools and materials provided. A3 not so, whaddya think? X in left? this is not testing you

A3 the materials which we were using it's ok. everything was really like. 3dprinter and everything.

but still you put here strongly disagree?

A3 woops I wanted to put agree! let's correct.

ok so tools and materials made sense.

A4: for me the materials provided was a sense bc, you don't know what's the idea you need to implement. these things should be available IF you need it, if your idea is connected to this material and equipment. and we used it some simple things like 3d. these material should be available. maybe we didn't use all of them but some other ideas, maybe we didn't see them as feasible or we didn't have the knowledge to deal with it for now. still you should have all the material available. so i think it's reasonable.

agree? they agree with A4.

A1: it's useful because maybe you need it, you have everything that maybe you need it. that gives you push to do something. and that will increase your mind to find the ideas that you have the tools, so why i didn't something like this, i have it, i use it.

A4: you know the lack of material will shorten your capabilities. narrowing your idea limit. if you think that ok i can do this idea, can be implemented BUT i don't have the necessary tools, so you delete it. maybe it will be good and qualify the idea but because you don't have the resources, it will be deleted like out of the range. so that's why i think if you have all the necessary tools it will be ok. although sometimes it will be an extra cost. but in the brainstorming or when you are finding a solution or service design, the initial cost is not always considered. because your goal is to reach the final idea, product, or solution that satisfies your customer.

A3: it's good yea. because if you have any idea in your mind it's like imaginary. you don't have the materials. it's still in your imagination, you cannot bring it to real. so the material is that you bring your idea into real situation, so the material is really useful.

was there some useless stuff?

A4: there's maybe sometimes some material, it's not useless but we didn't use it. everything can be useful. depends on the idea or the concept. it's like normal(?) prototype. if you are a car company, you have a prototype. you bring all tools you think you need. you spend a lot of time, resources and eventually you get final product. and this final product is the winning story. every workshop in the beginning it's need to provide all the necessary even if you think it's not useful but maybe there's some people can use it also.

A1: something not useful for them, small electronic, but so necessary to us to make the prototype.

A4: as i told you if it was not available it would reduce the scope of the idea or the range of the useful idea maybe in the future. let's say we don't have color printer. we couldn't make the certificates we came up in the end. also the posters. it was new for me but i think it's a nice idea to use it. even 3dprint the guys used to make something real. so any customer will come, he will not start to imagine things, he will see things on the ground. and this is more easy way to deliver your idea to the customer.

felt like understood team members opinions. A3, not so? they had weird opinions?

A3 well yea I understand perfectly. the first time we discuss these ideas i was not so sure about that our idea will come true. but at the end when we discuss with the final idea it was really useful and I understand first time.

what happened? how did you get that?

A3 you know first everyone were writing on piece of paper some words of ideas, so nobody was sure which idea is coming true, like the last idea. first time everybody was getting not sure. so when idea is come to reality the last idea, that time i was 100% sure this is the last idea.

when was that?

A3 1st 2nd day when we were discussing and the idea was not come up.

looks like in the end you were like all team members ok we do this. not so much disagreement.

A3 yes. so we agree this is the last idea and finally everybody was agree to present this idea. everybody was happy and sure about our idea.

ok seems all of you think concept makes sense and would be good to have in reality. so, disagreements. in A3's group, no disagreements?

A3 no about our idea, no, actually there was no disagreement, our final idea everybody was agree and we were sure that this idea will come true and will work bc it's like it's really easy to come it to the reality and there is required no more financial something from refugees we can get skilled people like barber, people who have cooking experience etc. we have this kind people. so everybody agree this idea.

so A4?

A4: i will not call it disagreement but kind of argument. when we are a team each one has his own perspectives own point of view. so we not like perfectly 100% all our opinion were matched, that's why there's a brainstorming and we have to put each idea that's like what is the good the negative and the positive side of each idea so it was like some kind of argument, not like disagreement between the team members and i think it was healthy bc without the argument you will not know where is the weak points of each opinion. we have a lot of choices there so our argument was, which is the better, why we should take this and not that. so it's not like a disagreement but it was argument about what kind of best solution we should choose and we should go on with it. so that's why it says either or not, because it's argument and not disagreement.

A1?

A1: Yea we had on one day. I don't remember what was the disagreement talk about but you remember when we start to use the blackboard (whiteboard) and we said make three choices and points and empty points, you remember that?

yea you put the votes?

A1: yea when we start to vote about it. at that time we had disagreement but... it's not like a disagreement but we didn't have the last idea: what should we do. so each of us have his own opinion and after that we decided to vote and choose something to do.

was it personal, was some people in the group you think were wrong?

A1: no it's not wrong but i think the different about how we should make the, where should we make this restaurant, at which places. So each of us have his own opinion, he have his own idea how to make it. like which and as he said, when you have something in your mind you didn't know the negative things, the weak points. so you just you want to do it. but when you discuss with your team you will find out what's the negative point in this place. as we do. like firstly we decided to have our own place but costs, it will be so expensive and so hard to get it and when we said like we're renting a place from someone, so it's so expensive, especially at the beginning, so we decided to make inside the camp.

was your last final concept about inside the camp?

A1: yea we decided to make inside the camp firstly, or outside but its not renting. we just share it for free from somebody.

so you all maybe had some different opinions, maybe not disagreements but like argumentation

A1: yea, it's argumentation, not disagreement

and you all overcame it, no hard feelings afterwards?

ALL: of course

A4: even in the real life scenario there are arguments, there's different points from each one, each perspectives. there is no identical opinion between people. ppl are different, we are from different background, so of course there's going to be like arguments about something. but the good thing, the healthy thing is when you make like

a meaning argument that's ok I have this pov, what's your pov? so each one would give his opinion and then we start to analyse what is the good what is the bad about this idea. and then we take the paper, i remember there is a paper you (yeeahh), so it was like, I like it actually. bc even if you have your own idea, there is a touch from each one of the team and that's the teamwork. and that's how things go on, even in real life scenario. so you are not alone, you need to share the ideas and take advantage from maybe the opinions that correct maybe or things to add value to your idea.

A3: you are getting everybody's idea and everybody's focusing on one thing so definitely one good idea will come up. so team, it's if you work you have one idea, and if you share your idea with others you will good, really good ideas better.

so you mention this rotating the paper exercise. was it that that you fill up the 1st box, then you give... Round Robin...

A4: yea. I enjoy it actually bc you know, this kind of things, it's creative, I think, bc everybody has, he will get your idea and analyze it. so it will show you the critical point. maybe you can not even think about it in the future. so it was good.

A1?

A1: I liked it so much. especially the point that after the reason that this not be work, there's another reason that should be not applicable to refuse it because it will be the best reason to cancel the idea.

?

A1: so we have the idea, the first reason, and we will cancel this reason, and we try to find another one on the paper. it's like this. (arabic)

A4: there's the concept, the you have solution and what is the critical point, and then the proposed solution. so it was a contribution of four, at the end will be contribution of for for each idea, each concept. it was nice.

A3: that idea is really good, it's something new. you have 4 ideas then you are taking from each one idea so the best one is come up.

what kinda ideas? different / similar?

A3: actually our idea it was windy chicken (?) it was everybody was thinking about the same... it was, something like to have a workshop, it was different but the mean was the same: everybody was thinking yea to have this kind of workshop (space) or something that is been good for refugees. so finally we got this idea to have a workshop.

A4: we have the main idea: what does the mean, what is the goal of our team. but the contribution some ppl making the waiting time meaningful. some of them is how to get the ppl ready for work so it's same in there, the same space. each on is in same space that same goal or the same pool. but maybe in a different pov from his own look to the matters. that was the same, we are in the same pool but from different organis, by using different tools and materials. but we are in the same pool.

were you in the same pool?

A1: yea, not like this but... all of us as we talk now how to spend this time. what should we do to keep this people active during waiting time. so for me we talk about transfer. and we talk about learning. learning something to do this time. and we talk about work, I know we have questionable this restaurant, if we want to make it, what is the negative and positive point. so I talked about the transportation. we have a solution, you could use the bicycle, and the comment after that, somebody say to the guy who said you can use the bicycle, he told don't forget it's a long winter in this country. so you just can use this bicycle for a while and after you should return to the bus or taxi etc. So I liked this idea when he talked ??? about it think about it, at the time when I write this.

when you were rotating the papers (yeah). Did you put in the papers like that to the second box that bicycle would be good, and then someone...

A1: no i just, it was the 1st one he write a problem, second one he try to solve it, 3rd one he comment about the solution and try to find best solution. and at the end ... i forgot what should we do at the end.

then you kinda were going thru the papers and creating other ideas out of those.

A1: four squares?

yea first square was problem, second was solution, third was solution critique / comments and fourth was new solution.

A1: yeah. the new solution they said it will be a bicycle for a while and after that they should be use their foot to move. so it is the easy one and it's not expensive and it's allowed. so we don't have lots of things. and use the HPS (?) for it. So they just said, you should VOK it will be some devices with gps for people to use it. for each group they should give 1 device to use it during when they move around.

ok so after that situation you had to select from those 4 papers maybe the new ideas on the small cards. so you didn't choose that bicycle thing?

A1: no I choose it as a physical way. and for digital way we talk about uber taxi. and the mixed thing walk until bust station and use the card.

after that you didnt choose that, but you went to the restaurant idea. how did that happen?

A1: from the first day / Thursday ? we decided to go like this because we talk about transportation and we talk about learning and we decide to find something easy to with, it is the restaurant. bc we have all the tools that we needed, and it is so easy to get the hygienic passport or the permission of the work, it's easy to get it. so we just, the only thing we needed is just the place, this is the problem that we had.

so you felt that your opinions were taken seriously and ppl were listening to you. tools and materials provided useLESS? no, useful. all team members equal? A1, you dont think so?

A1: yea because each member has different profession and each have i thought something better than me, they have better ideas, they can use tools. each of us have like, C1 he studied about art science, and F1 she work with the company, D1 he study science, and we have a designer. so each have their own personal profile it's not equal. when we start to make the prototype, i like it, because we collect these all ideas to make prototype. C1 went to do something like cartoon models on paper, we tried to put it on piece of wood. but it doesnt work, we could not print bc size was not equal to the piece so we cancel the idea. and D1 start to make the explaining things about the prototyping, how we do it, what we spend, he made this presentation. and F1 she make her touch she use clay to make something on the prototype like trees and mushrooms. so each of us have his own idea but we share to make a prototype.

A4: for me it's different. we are not the same profession but we have the same contribution. so we are equal in contribution to the project. and this is really what's really matter. that your contribution to the team. bc if you have all engineers or business we not come up with a good idea. the good thing is the variety of ideas, the variety of opinions from different way. like i have maybe engineering idea but this engineering idea has some dealing with bisnes, so the businessman can tell me ok this can be implemented but it can cost much. so other guys maybe he's in the media like B4, I cannot do something in the media, belong in this issue and there's D4 and his point of view, so i think each one in the team has equal contribution to the result. and thats what really matter. bc being different from the others or you have not the same qualifications, this is even in the real life scenario, different kind of education level and variety of specialization. but they all contribute to the final result. so I think it's most important think the contirbution. so we are equal in contribution.

do you feel the same way?

M. yea the answer depends on how you understand the question.

if you understand the question same way as you, you would put the same answer?

A4: it's not like put the same answer, I think even even if depend from the knowledge, each one of our team is university level. so we have the basic education level, this is #1, #2 is we are not in the same group of profession but you should have different profession even the real life scenario, when I put an idea i experience myself. when i put some designs, theres design limitation, is the price maybe, availability of the material, market itself. so you need others to contribute to your final point. it's not single point. you need a group, teamwork. so if you contribute the same level as others, i think this is equality. it's from my own perspective.

A1: but we share something like, I say we were not equal he said we are equal but. both of this idea mean: this makes us strong. it is not a weak point. if were not equal as I told you, it makes us strong to do our best. and he have the same thing. they are equal to but that's make them strong. so both of us: it's a positive point.

different in background but equal in contribution?

A1: yeah!

A3: yeah I agree with A4. because if you see background of education. I was you know they were different. but we have the same thinking and we are creating an idea. so everybody was having time and they can present their idea. in this case we say so everybody was equal in that case. everybody have chance and time to present their idea and imagination, then everybody is equal.

looks like interesting stuff. "my team did better than other teams" you all think so.

A4: my pov. belong to my thinking. I agree but i will not say i should strongly agree bc each team has also spend time in it and he think also his solution is feasible, so i will not say strongly agree, i would say to be realistic I agree.

but you (M) feel like strongly? why?

A1: yea. because my team.

explain?

A1: as you said yourself, looks like a joke. you know we work together, so you should give yourself enough support. I support my team, our idea, so it's the best.

My team made a good use about the tools & materials provided. A4, in the middle?

A4: we did not use a lot of things. but that doesnt mean we dont maybe need it. we doo wat was feasible to our idea. and the best time consuming etc. we had some limits. it was the time, the feasibility of the idea can we implement. we did not use all the materials provided but even tho their availability was good for the whole workshop. maybe we not use some point but his team was doing another kind of things, his team another, so overall workshop these things are useful. but for us our team maybe some things were not used like part of the material. that's not a weak point. we use what we need.

you were all able to overcome disagreements. everybody of you felt that other ppl understood you. at least basically. it felt easy to start working with materials. M?

A1: the main tools we used was the laser, 3d, electric. this is the main. the electric i like because it's my profession. I surprised when i see something like this. i didn't use it knew anything about it, but I know how it work, a good thing to me. about 3d I used it, i print some the chair and table. and we use laser cutter to make the flag and lot things about the prototype on last day. and i make this sheet with names. so we use all the tools and it's useful to us.

A4: for me it was not all the same bc theres something that was not belong to my profession like what B4 do by the pitch video. so we had decided together but she do the thing herself bc she has the profession. i can give some comments how can do it but otherwise i'm useless, I cannot do it, it's not my profession. but for autocad, for this kind of modelling I have experience with it. eventho we cannot use everyting by ourselves, there's a guide, there's someone to do for us. so i think maybe if we do it ourself it will be more better. if we decide by ourselves. but as i told you it's a time limit again so you cannot get used on the material bc that's not 1-2- day need to experience a little bit to make a proper shooting? but overall it was good. but as i told you there is somethings new for you, we feel hopeless for it. especially the graphics and media i'm not a professional.

A1: ... we had same thing.

A3: for me it was new this 3dprint. when we were printing on piece of wood. it was really good to have Charlie showing us how to print he was explaining very good. I told him to print Welcome so that was really useful. also the laser printer I heard about it but never use it before.

A4: sometimes we are four. if each want to practice himself. it will be 20 per day, so a lot of time. each guy want to learn, cost also time.

A3 yea it was time limit.

A. that's why I told you we didnt use all tools: there is time limit, teams are 4-5 in each team, so if anyone want to try everything by himself...

M. especially 3d printer, each model takes 2-3 hours to print.

A3 yea will take a long time.

you were all asked to clarify some terms?

A1: for me i asked how they made, designed, I asked to teach how they use it the laser cutter, we print names, some models with laser cutter and I asked him to clarify and teach hot to use it. it was useful to me because i used it and 3dprint myself alone. I record a video when charlie was teaching and I checked the video after that.

this question was other way.

A4: so they ask me. actually I dont remember so much. i used maybe some engineering terms or something from my own experince so they ask me what do you mean by that, what's the meaning. some kind of questions related to my experience. when I speak to them i used some engineering terms. sometimes they ask me what you mean by that, not a big issue.

can you remember?

A4: I dont remember actually. the time and cost... one of them: win-win-strategy/solution. what do you mean? that means both parties win, customer and other. but not a big deal (I suspect it was because of the dialect bc I didn't understand it on the first try)

A3: many times it happen, they interview me, asking how long did your journey take, eg. my journey took 2 months, they ask how is it possible it's a long way.

A1: the same thing. especially 1st day they asked me to clarify how we get salary, what's free, how you use money etc. and this small equipment, i made a small circuit, they asked what it is I said it's a sensitive circuit. they ask what it means. I see that before in a movie The Rock. They use these sensors, put it in the hole. if anyone move it there is a alarm, flashlight. So I make this circuit, they just see equipment like this they ask how it works.

was it easy to explain?

A1: yea so easy, I told the film, show the video. it's a protect circuit.

do you think it was easy to understand for them?

A3: yes.

FAVOURITE TOOLS:

A1:

Legos. yea, it's from our project, it is the flag, the table. the nearest things.

This paper in the prototype we have small papers that explain everything. you should ask about available place, how many people fit in... post-it notes.

but in your concept you had these lego guys but the flag was made with laser cutter and servo motor.

A3:

Initially when everybody was creating ideas: post-its, markers, pens.

after that this paper was also useful, 3 different ideas Concept Canvas Card
Lego guy. we are one of this.
plywood laser cut welcome sign.

A4:
Marker, in brainstorming session, empathy map etc.
Play-doh, we put it to make 3d demonstration of the journey, immigration journey and also steps that refugee pass when go through the process. why use these colors? bc some places are repetitive like VOK where you make the interview you go to VOK, everything you go back to VOK. so we need to put colors to identify each stage apart. this for the big iphone 9 we used it to make iphone to demonstrate how the mobile phone can be used in doing ready for work academy courses and the likes or rewards you get it was also useful for us to make it 3d model. plywood from laser cutter.

Let's see what we didnt use. sand paper

A1: B1 did something. he used the clay too to do something to the road map.

this one, adhesive tack

ALL: useful but not feasible to us...

cloth?

A1: F1 used it to make a small bed.

what about transparent sheets or color paper?

A4: we used transparent one, we make a journey plan on it. drawback: we need a white background.

One last thing. when you needed to discuss and find solutions together and collaborate. how did you end up with your decision. was it that you were discussing or did you write something down or show something on model? what helped you?

A4: all helps. 1st we put notes, we group things together, then we make concept, after concept start discussion, how we make it feasible, work effectively, what is drawback, advantages etc. sum of all these. Notes and discussion. mostly those 2 to finalise the idea.

notes = post-it notes.

A4: especially value/cost, it was effective. according to those 2 you can decide the best.

M yea I share this with him. the 1st day we start to put those small notes paper. first we didnt know each other but this small paper that give each of us idea about the other people, how he think, what did he thought about the most problems and how can he fix it, what can he do. so its give some background about ppl, how he think, what he want to do. useful. as he said sketch with value and cost. we use it after we find the solution the physical and digital solutions, you come to room, you make this, we start to put paper, that makes you can make easy choice, you can choose the cheap things and the most value.

was it easy choice?

A4: yea it was easy. we all know what is the advantage and disadvantage. pretty close to final decision. this graph sums the discussion. it's all about the value and the cost. so each project you do, each idea and each action you do : cost / value sums up everything.

A3. i think initially when creating ideas the sticker are very useful. youre coming with new things like you are asking like whats in your mind, everybody's putting sticker on screen or something so when we see that there is a lot of papers stickers, from each you can having this one. like journey you know. so after that making the paper like value and what's the problem so from those papers, stickers we can make a very good journey. that's the second point. so first, the sticker is useful in prot?? to take ideas from group members. and then the big paper which having problems, solving a problem, (A1: pain things and the goal) (journey)

A4: for me the cost and value it was the final thing to decide what kind of idea we go on. so it's the end of the brainstorming and start to work on specific idea. also not ?? you put each has his own idea 3 things you put it, then we discuss ourselves with our teams also, why you consider this one is that highest value. so we were this kind of discussion when we put it together. we look to the graph, we start to ask. why you consider this one high value and low cost. so you start to explain what's in your mind, why you consider like that. so i think this kind of discussion also completes this process. so the stickers and the discussion is go side by side to the right direction. that's my pov.

what about the whole week, fav day?

A4: every day. imo. every day there is a progress.

A1: special thing in every day.

A4: keep my mind busy, what can I improve. last time was ceremony day, happy but also sad.

A3: for me special day was one day before ceremony, bc you created an idea and you just waiting for the presentation so everybody's happy that we create something that we will show so this was really special.

excitement

A4: excited but sad at the same time.

did you see the news? very short.

A4: yea they cut all the interview and other things. disappointment!

some ppl were not sure what happened maybe you remember better... anyway so you were telling you didnt use materials so much bc of the concept.

A4: bc my concept is that i have specific material to deal. but there's another people that use it. that's why i'm saying that not all of the material we get are used, but at the same time they are available, it was an advantage for the workshop.

what kinda concepts are better suitable for the materials? materials more helpful?

A4: in 3d modelling, anything related to 3dm, i think all this material can be effective. like in the markets/mockets? if you are designing a city, or making a multimedia city or something like that, all this can be used, bc the 3dp can put the blocks or the buildings or whatever shops. the mud you can put it to experience the green things for some trees you can put it, the people to simulate that there is a grouping of people or ???tas let's say, so all the material I think it's fantastic for 3d modelling and I think media things also. bc there's a graphic design support and 3d modelling. (A4's group had the animation video by B4).

Your concept was about restaurants, still you used the tools?

A1: yea sure. as he said, especially the 3d that we use this 3d to make the chair and tables. when you just come and see this, it's easy to deliver the main idea about this. if i just explain we will do this thing bla bla, it will be so hard. but when you see the things on the prototype and you can imagine the, what will hapen in the future. so it's, you get the main idea. and you know the electric things it help us bc when you move it, when you try to get a place, you should touch the sensors. when you do this, when you do that with your hand, it will be more active for you and you will feel yeah, I understand what happen, it's easy.

I was thinking.. you had skill camp, you had ready for work. in your concept was there this event where you?

A4: yea we used that most of the thing like posters and mobile application. most of them is dealing with the digital background, it's not about the physical things. bc we can't offer like on-site training for refugees, can be very fantastic, but we do like the most realistic way, bc in real life scenario maybe you cannot get on-site training until you get hired by some company. so in the meantime when you are waiting, you need some digital issue, you have the infrastructure, the mobile phone, wireless internet, you just need maybe a servers for this kind of courses. so the service is more digital than physical. this can cost less and it can be a mass advantage for everybody, that will not be specified like the cookers or engineers or builders; anyone can do enhance his career or add some value to his waiting time. so that's what our main point.

was it that bc this concept was so about digital, so that's why you are not using so much tools.

A4: yea that's why. but for me if you are making design, you know in the architectural engineering you are making 3d model of the city or stadium, I think this kind of lab is fantastic for these things. It can do it more realistic. This is #1. #2: the 3dprinter can be used, it's a useful tool you can use it in any kind, even for mechanical engineering we have some parts we can make a model in ?? and we can do it. it's very useful. actually I was excited to see the 3dprinting in work. I hear a lot about it and it can be used in any kind of engineering, or any kind of work, art, engineering, maybe even for the business if you have something to visualize or something like that. so I think different things it's awesome.

A3: yea I think in our team also we didn't use everything much bc it was just like... the thing was 3dprinter and everything was very useful and really good. but during that time actually everything, all the thing you cannot use because of time limit again.

was there in your concept was there this special events where you give the.. everyone who has passed some course they come to the stage and they...

A3: yea it was yea. among of refugees there is skilled people, engineer or barber or cook., so they have to skilled people will teach the others who unskilled, or if they are not educated so after having interviews with the counsellor they will go to the course maybe 1-2 months or when they're skilled so they will get certificate as mr A4 team are deciding to provide a certificate, so after they will spend a time in useful. and they will have instead of just sleeping and doing nothing they will learn something. or maybe they will learn finnish language or english language.

did it come to your mind to, eg this courses or the events where ppl are getting certificates and everybody's happy, did it come to mind to build that as a miniatyre scale model with the tools. did you discuss that?

A4: depends on the skillset and the time you have. we had a little ideas to do. but if we don't have time to do it , maybe we use the most appropriate way to do it yourself. if you want to do everything in your mind it will be endless time consuming.. and resources also you need a lot of resources

what kinda resources?

A4: professional ppl working on that, design it's like a architecture things, you need someone specified guys. I can do maybe for the mechanical part I can do things but for architecture, that's another issue. and you need creative designer point of view to do what is the best, what can be done, what cannot be done. so some kind of somewhat all of these. so because we have like not a previous knowledge of this equipment so we cannot go far in these things and use it for the far end so we do just the basic things that you can do it in time. that's the only things, we don't have time.

you think so too?

A3: yea i think so too. as mr A4 said, everything using we need more time and special ppl using this, yeah. bc everybody as I for the first time was using this printer and laser cutter so we can't make the good design as the skilled ppl or ppl who knows it better. so they can make it really good.

A4: if it was like two weeks, maybe things came different.

A3: yes.

INTERVIEW 8: F1, F3

looks like you basically felt you were important part of the team

F1: from the very beginning i would like to say: my goal during this makeshop was more like observational. i was trying not to get the main role in discussion and participation bc i was thinking maybe that students this is more like for students to do something. so i was trying to support them for any kind of way I could but i was trying to stay aside. so that's why it's like from my perspective for myself it was more like observation.

that's good clarification.

F3: in my case I perceived my role rather as a guide, facilitator.

F1: yea same as me.

F3: some times (in my feeling) they needed a guide in order to settle on something or to figure out some way to solution. that's what I wanted to do.

F1: I wanted to thank you guys, it was not awesome but well done. some time i was thinking why the hell we had this order in some exercises but in the end it made sense. personally i would prefer slightly more time to play with different equipment, but this just my personal.

"each team mate approved the solution concept" in F3's group everyone did it, in F1's some disagreement?

F1: actually no. the theme we have selected the restaurant. I thought that - you have been a part of whole discussion - because i think maybe we should consenstrate more on practical things and to do some like real things, because the topic we have selected, you cannot do much except conceping, and except some ideation. that's it and of course the demo, presentation we made that's the maximum we could have acheived in a bounds of a makeshop. but my opinion it would be more practical or more, it would make more sense to choose some other topics to do some practical things. eg i don't know like button or whatever or kind of like practical service. not just ideation or conceping like that. so that's why I was slightly disagree with the team but that was the opinion. because I wanted to utilise the equipment, to utilise the chance to be in a fablab in a more, in better way to do something. but after all we actually found lot of ways to utilise the 3d printer and the lasercut ans stuff like that but at the beginning we got this deia and we started to proceed with this idea it was such unclear why we are here with that idea. we cannot do much here with that idea. I mean fablab with so many equipment. interesting things. but later we started to do arduino stuff and made some sense. but that's the reason why I put this. but of course we had so many ideas, so many different directions in the beginning.

so was it that you didnt...

it was not just about me, also some other. but you have heard that. we had so many differetn ideas that we could not even agree what we would proceed with.

but in the end you all..

yes yes for sure. that's what, my personal feeling, to choose some practical or real service will be more useful to do that in bounds of makeshop when you have lot of equipment and stuff like that. but that's just personal.

P: in case of ?????ting, we actually hadn't figured out what was the reason of us, of our concept for all these tools, all this equipment. I think partly bc of our concept implies lot of human to human interaction and basically it's just, it's very conceptual in it's essence. it doesn't require a lot of digital technology. to the limited extent to reach the concept to make more viable but finally the idea itself tells about the whole concept. so that we donät need so much all this equipment use, and basically we hadn't used it at all. That's why I think there are cases that you have to use, like when it's very natural to use these tools and technologies. but sometimes usual workshop environment style would be enough

F1: yeah. that's why I raised this questions, that's why we didn't agree in the beginning. I also wanted to with some ideation and some conceptual work which are ok to do in bounds of usual workshop. tehre's no need to go for a special place. but as I said finally we found some ideas how to utilize it, how to make a presentation and stuff like that with utilization of the equipment presented at the makeshop.

F3: in our case just a small comment so maybe it was part of the reason so that we didn't go your (F1's?) way just to explore and try these things to like users ??? give us widely middle. we go back to middle of 3rd day I realised there's no agreement on the concept. there was lot of diversion talks, people were not sure which way to go so

we had to use, we had to use 3rd day and partly fourth day, thursday actually to settle on the concept. so that didn't leave us so much time actually to start thinking how we can maybe in a more playful way use all these technologies.

how did you, what kinda methods you used to reach the decision? you mentioned about like afternoon of wed and thu morning maybe you were there to ... what did you do?

F3: basically what happened on Wed, so there was idea of the workshop space where ppl teach indigenous skills. some artisan want more to muse and to distract people from the void of their low quality time in the camp. so and then just like my asking questions like what you think are the most first just to throw as many ideas as possible around this: what it can be, how we could make it richer, how we can make it more useful, and then to try from these ideas, try to understand where this, where ppl see it different connections, doing different ideas. how it can evolve into the concept.

ok did you use..

it's hard to explain.

so you just discussing (yea) or you write something down (yes yes) or use some.. so what did you do?

F3: yes sometimes. but everyone was writing on postits. and it was the moment when michi said no more postits i will not give you any more because it's not time for ideaton any more

what did you do?

F3: we had some left and basically it's when we very heavily were using the postits.

until thu morning?

F3: mostly. i think that from thu morning our final presentation was almost done by THu afternoon. son on Thu morning. so we had this idea of the video play out journey of a refugee so and then we were refining it by the rest of the makeshop.

did you touch the..

F3: you were there you know the story!

i want to hear your pov. did you touch the journey during wednesday.

P. not much no. the team knew it quite well so they knew what they were talking about. they had all the pieces necessary for the concept. so there was no need to come back to the customer journey. and actualy i think it could hinder the dynamics, because if we started to walkinf thru customer journey again thoroughly, it would take like 1,5-2 hours. who knows. and as ppl already familiar iwth that it might be useless rather than help. it was needed on those places.

you were talking bout some traditional ws environment. would it have been possible to create all these concepts in normal environment as well?

Yes

Yes.

F1: this may interrupt you, some critics. just personal. from the very beginning i dislike the topic you have chosen. and secondly you have chosen so wide topic, why you didn't narrow it down. I believe if you want to utilise the tools, if you want to do the real makeshop, you have to narrow down the topic or problem. bc you ask us to make a journey map, and most of the teams they started to do it from the very beginning for the whole journey of the asylum, refugees from home till this point. But I think it would make more sense to narrow down to the camp. for instance the daily routine or whatever. and to find out the problem in the camp. and in that case you will get more real solutions which can be done in the makeshop and maybe with real tools and real like. just imagine this is a real huge period of time from home till this, and there are so many problems in there, so many problems out of our control, which cannot be solved. the solutions we offered, all the teams, they kinda, most of them it's just imagination. most of them cannot be done honestly.

you sure?

F1: yes. of course they possible can be done but still I believe there will be so many problems with the law. so many problems with you know all the stakeholders, so many problems with the state and gvmt and stuff like that. and even our restaurant idea, it's still kind of, there are so many question marks there is it still possible to do, do they need to have a kind of medical approval or hygiene pass in order to do that. of course we have this restaurant day and something like that. but this is, I don't know, yea. still so many questions which can be raised during this period of time but cannot be solved if you use this kind of big and wide topic. that's why the result also was not so practical, that ppl didnt use the tools so much. but if you for instance narrow down to some practical thing, I believe you get more practical results. from the very beginning ppl were slightly lost.

F1: and also the whole discussion in the camp about the whole trip was quite emotional for me and them, but if we start to talk about some other topics like what you dislike in the camp. what, how do you want to... what kind of games you play, what do you do during the day, but not about the past the war whatever they faced before. this will also bring more positive.

I agree we failed there. (talking bout iot gym app etc.)

F1: I personally find the problem they obviously have. eg all of them want to learn some finnish and some of them don't speak any language but their own. and they use those cards in order to explain what they want. and maybe some kinda solution for that would be already quite good thing to solve. in that case we could utilise their equipment first and secondly they might get the kinda results ready and bring back the results at the camp and start to use them. bc at the end we kinda made something but it's not visible. just imagine how...

P. solution to problem. Google.

F1: yea but still. OK. for all the problems of the world use google. but for them even would be so nice to bring the solutions they made during the week back to the camp. it would be such piece of being proud of. but this is just my opinion. and now we made something but I don't know what happens.

some discussions going on within ACN to do something about the concepts. so you are both satisfied witht he result of the team in the end. F3 your group didnt have so much disagreements during the week (i wouldnt say so) but your team had (a-ha). was it difficult to get over those?

F1: it wasnt difficult but we just had lot of them. we discussed a lot.

did you use any other methods to overcome a disagreement or make a decision than just discussing?

F1: just discussing.

we had this voting?

F1: yea voting.

did it help?

F1: yes for sure, it helped a lot. and i believe it's just our case bc i think we also had this problem in the middle of Wed we also came up with nothing. we didn't know what to do. we were also like we had a lot of ideas and we did not know what to do. this also was our problem so that's why we had this small election.

you both felt that your opinions were taken seriously. at F1's part tools felt not useless. F3 in the middle, can you comment?

F3: i think i commented it already but in our case wee didn't see application to our concepts for these tools. so that the nature of our concept didn't trigger any use of these tools. and we didn't find any triggers ourselves. I think they couldve been if we had been searching for them quite heavily. so that would count come all this articial but of

course we could use them, that's why like F1 said it's very important to narrow down the scope which you consider. I would add that it's very important to nail the problem that you're trying to solve with this makeshop. it doesn't give too much value in many contexts; I think it was one of the cases. I think if you try to create something, not necessarily smart home but if you think that there might be some components of something smart in the journey, then yeah, then it is.

but you didn't try to push some kind of smart X in your concept just to be able to try that?

P: no, we didn't do that.

are you satisfied with how your team made the representation, satisfied with what you did?

P. personally I was in favour if the idea to go to the camp and shoot a video there, in the real environment, real decorations, on this journey (O: with lego figures?) no no, with real people. we started ordering actually big legos and I think it would've been much more impactful and detached??? like on ppl who see that would be different than what we did like yeah there's a lego going for a journey, but when you can see like how it looks like with real ppl learning and expressing themselves and maybe telling their opinions of what this concept would bring to them, I think it would be more emotional and more impactful. that's it. as I said the concept was already done and the main idea how to present this concept it was already done by the middle of Thursday, so we could've gone on Thursday and we didn't lose much.

so basically you wanted to make a video of live ppl role-playing the concept?

P. yep

and also some kind of interviews like how would you feel like this kinda concept or?

p. yes, might be.

but you didn't do that because of reasons I know, but you did it on the table with the journey, but you didn't make a miniature classroom on your table to play the situation on the table?

P. we could've done it but what's the value? playing like.. basically it's like a traditional classroom, one is teaching, other one is pupil, one is teaching, one way if you actually make a role-play... but then it's again, it doesn't create an image impactful enough for you to present, to make a presentation of it in your head, like real life very vivid very rich representation, it's just a lego working through a journey, you have to think about it conceptually, you have to put, spend your mental resources, imagine his journey, and it's not like, it's a poor representation with whatever you can do, if you make a real shoot, real life quasi shoot video, ppl can see it with their own eyes, it's easier to perceive and to internalise it, so they might actually impersonalise themselves with these people and they can feel what they feel and they can see what they see and imagine what it would be, when it's just lego and a tabletop, it's not powerful enough to give this impression, but it's my opinion, that's why I don't see very much difference between working the lego figure on the table top and making it more complicated with the classroom.

ok so you don't see much difference between this kinda lego walking the abstract journey points and lego walking in miniature real presentations and real situations?

P. I wouldn't say so, in our context it was the case.

ok, what made your context?

P. if this, when you have these representations, they are impactful if the representation itself might influence the outcome of journey, if it doesn't, then whatever you do it or not, it doesn't make any difference, that's what I think, in our case, as I said, it was a classical classroom, so that we didn't need it, the experience is quite clear, straightforward, it was not the purpose of our concept to make a journey of teaching process, it was in our case the essence and the gist was to build an enabler, so that they would, possibly to teach refugees in the refugee camp, so that's why if we prototype the people journey the student journey, then it will be different like how the space looks like and how the space influences the actions and the actions, feelings, faults??? of the ppl and how they shape interactions between different people in the space, then it's important, in our case as I said it was outside of our concept.

have you got a comment on that?

F1: actually in the makeshop we had this talk it would be good to and to talk with the real people in the real environment, because the lego figures and the whole topic, it's just misleading, those lego figures misleading somehow, because I think it would make more value if you go and do the video and presentation with the real people, again my opinion.

P. lego reminds you of your own children than refugees right?

F1: the whole topic doesn't go through with the toys, it's too serious to play.

P. BTW it's very good point, if you prototype even if representation of concept, the presentation part of your concept, with this real ppl whom your concept will have an impact on, then you will have an opportunity to make it better, to prototype one more time, to refine it, because when you start to play with real people you can immediately see what thing someone does, you can immediately see the traction the friction set you create and you can immediately polish it or make notice, with validate, you're losing your opportunity to test concept to check how useful, which parts are the more useful, which less, what works, what doesn't, what have to be edited in order to it to happen, and it might be a lot of things that you could not imagine without working through this journey in the real space where this journey would finally be happening, that's one reason to go to the place.

so you think it's not enough to have a A3 in your group to make sure that.

F3: I think it's one person's perspective, these ppl are educated, I think they are mostly educated in the whole camp... the ones that were...

F1: I think it's not a rule but an exclusion, the guys we had onboard.

F3: but all of them speak english, they were in a team quite a long time, so and there might be a lot of reasons, they feel as a part of the team so they don't want to challenge some of the concepts or they feel internalised this concept already so they might believe in something that's not true just because they were plugged from their native environment for 4 days with our teams, our beliefs and attitudes, or they might not know something when you have many ppl they can immediately say this and this and this and actually...

so if you think of service design, services are, you cannot touch a service you know, that's a definition of a service, you agree? how would you define service?

F3: there is a classical evolution path from product to service to experience, so if you look at this evolution path, in my view service is the way to interact with the product, like you have a restaurant which serves a food, food is a product, but if it's delivered to your door, it's a service, basically you consume the same food but the mode of interaction is different so you can do it at home, or you have your egg lamp, and it's a product, but then you can have an application to see what is the energy consumption and to tune it, then it's a way to interact with the product.

F1: but what if the service itself is a product?

P. hmm it might be the case.

example?

F1: any application, any, except the one which is like food delivery, but any kind of IT solution.

F3: tv product, you can say it's a product, you might argue about it.

why I'm asking is that because you were talking about that this fablab environment and the tools are not good, so you were saying something like if you were doing more practical real solution maybe more like a product, if I understood correctly, then this fablab environment would be better more useful, did I understand you correctly?

F1: at least that's kind of the obvious case for utilisation of fablab equipment, but of course you want to do something else like service or something like that or ideation, you have to find the smart way how to use this equipment, otherwise it doesn't always give clear understanding what to do, and especially eg for most of the teams, at

least again???d, especially for our team when you have a concept when you have this kind of idea, and we were forced, we kind of forced ourselves to use the tools just to give the meaningful, to give the kinda reason to be there or something like that, just to fill the gap.

do you think it was useful to force you?

F1: kind of yes but at the same time... yea... at the end we got a very nice presentation or stand whatever you call that. still. the postits goes better with ideation and concepting. maybe this is just our way of thinking, bc this is just the easiest way for us to use the postits and do not think about the physical things. and if you think about physical things it has to be physical and tangible things.

F3: I think that many of the things can be done with the tools. like with arduino and IoT they are actually much more about the 3rd layer which I was talking about, the experience than service. something that is going on without your control. my feel to be in control in the driver seat. but at the same time something that gets information, transform it gives some insights then present it back in some form, something that enrich your life at the same time do not require any explicit input. that's why i think it's much closer to experience economy than service economy. like laser cutter, 3dprint, its a way to, low-fi prototyping tools mostly. it's way to prototype experience.

MATERIAL EXERCISE find your favourite thing. which stuff inside this box you found most useful during the makeshop?

F3 is holding lego? we have this and this and this.

F1: I didn't think we had colour paper.... I believe this concept card. (why) bc personally when I tried to evaluate every tool except pen and postits, and the concept card we used the most.

did you use these a lot?

O. not a lot but each of us used 3 of them. If i would give a score, so it's like 3 against 0 (for balsa), -1 for fabrics.

didn't you use this (fabric) for the bed?

F1: I made a dress. because we lost all the lego figures so I made custom people. that was a dress for one of them.

F3, what's your favourite?

P: Sharpies and postits. but I came on Wednesday so I don't know what happened.

F1: but to be honest we mostly used them on tuesday. tue was ideation day. those we used a lot during 2nd day. After that we moved on to the fablab itself, the space and in that space we didn't have those tools at all. they were in hidden place.

these ones?

F1: fabrics and..

they were all in the shelf

F1: yea but it was like a hidden place, they were not like a

well they were not on your table

F1: yea

that's for sure.

F1: and especially if you know what you are looking for, if you are looking for people figures, you will start to dig out the lego pieces because I remember we used to have them. but those tools they kind of (balsa wood), you have no, since you didn't use them on a daily basis you don't know what you can use them for. So that's why it's like if you have no cause to you, it will never come to your mind that oh yeah I will need some piece of wood to do that or something like that. So maybe, if it will be next to your hands you oh, I can do that with wood or playdoh or whatever but if it was kind of hidden place as a said, or far??? eg we made a flag and actually we made it with the laser cutter but it might be quite obvious to do it with the piece of fabrics instead. it it would've been on our table. or at least in some kind of obvious place.

F3: again this is indisposible to make everything hidden, obviously transparent and explicit. i think it's one main reason. any thoughts, any knowledge, any insights you can immediately, you just asking people to put on paper what they have in mind. you can in 5 minutes get a lot of information that you can then structure, sort it out (with sharpies) it's the first approach for ideation i think this one is invaluable. and then concept poster is very good these customer journeys are extremely good in the way they structure the thinking process.

F1: but at the same time as i already said, postits and pen&paper other kind of piece of the same concept, the tools we use on the daily basis and we know how to use them. this is the simplest tools and easy choice to do. but if you want to force ppl to use something else like play-doh or fabrics you just need to exclude the easiest choice, bc ppl will always go with the easiest choice (P: true). And especially designers.

F3: btw, your team you were prototyping with arduino, I think one of the reasons because there were people who knew how to operate arduino.

F1: but honestly speaking I have no idea from where did he get this

F3: he had a project where the mes??? used

F1: no no but arduino the piece of hardware, bc there was no anywhere

oh yea he had to know it. in fablab there are them but we didnt put them available officially.

F1: you see, for him that was the easy choice. bc he used to do that, he knows how to do that, he knew where to get it. it's like post-it for the rest of the people.

but I remember you were doing first these blocks, the SAM kit

F1: yea yea yea,

and the guys didn't want it

F1: aa because it was quite limited first of all we were planning to have more leds and secondly SAM honestly speaking - ??? F3 helped me slightly a lot, with SAM, we were trying to connect it. it's so unstable, it's almost unpredictable, it's... we spent i dunno couple of hours just to get the, not with you, I spent couple of hours and michi helped me and.. it's kind of a good tool maybe for prototyping but bluetooth is kinda unstable.

F3: yea it's very unstable

F1: I think I have to go.

F3: in a way youre trying to instill from hackathon (make ppl feel as being at a hackathon), to some extent when they are prototyping and trying new things. but usually in hackathons there are people that are very good hackers or coders that know how to use stuff. that create an application in minutes or create program taht do something fancy in hours. like here ppl don't have any experience of these tools. so if it's something very simple, like laser cutter, then yeah, let's make something. especially if they are designers. but otherwise with IoT tools, it's getting a bit more complicated. it requires some investment into these tools. it's not just to show it and ppl immediately start to use it. they have to actually invest some time to explore to understand how it works. with arduino it might of course many more times powerful and more flexible as a consequence it's harder to use. so then we need to invest more time. or even we need to invest some time and something that's adjacent to some exilirious schemes??? in order to use arduino software. you have to code, even if it's something like 5 lines of code. you have to at least have a clue how to code. and to know where to find the

help, instructions. that's why ppl will try to limit it in amount of time framework, try to avoid this kind of things. skip this exploration in favour of something familiar. that's my ideas, I hope it was useful.

one last question.

how did the collaboration with A3 and the team work?

F3: I think that he was... he participated on par with everyone else, evenly. just like everybody else. sometimes I think there was a small... [REC CUT]

so you said that his interest was different than the other group's.

F3: yea so like team members are students. so for them it's just a project. just a way to learn. they're not so eager to see this concept, see it in light, light at the end of the tunnel. for him, he was sometimes you could see he was very passionate about and he was very actively supported everything thought would be powerful to communicate the value of the concept. so eg he was supporting the idea of going to the camp... cause he saw the value of it. what you said it's different. it would be hard for ppl to see how it can be rolled out and what they can pick ?? to be without bringing this space, this space feeling back to people that can impact, that can influence a decision. bc he was thinking about an opportunity for what would have done to go further, to decision makers. he foresaw it. so he was thinking how we could create the impact.

ok. did the group adjust where they were going based on AG's ideas and thoughts or was it that... did he influence the team.

F3: i think so. we try to, think there was ???me several ways or paths we could go. we try to combine them in the way that our concept will be better and we can take the best of both options. like he was at some point constantly talking about the idea of funding the business inside the camp. funding the ppl, skills,...

so that you could start a business

F3: you could start a business. and then finally, in our concepts there was two-sided state. one is education and one is how this education part can enable and help or some enabler so this education part can enable the business part as well.

yea I remember in the end there is this possibility to start own company

F3: yea, and it uses actually some of the components, the main part of the concept

some of your team mates was reporting that maybe A3 didn't completely understand or get your concept idea in the beginning but it was maybe only thu or fri when he got that.

F3: as I said on Wed I think he had this idea of helping people on the camp to start their businesses much more articulated than anything else. so he bought into the idea of workshop and all the skills camp, i think he bought it immediately, it's this idea of starting the business is much more prevalent in the camp itself. and it's much more deeply rooted in his conscience (in his thinking? yes), so I think he was almost constantly cycling between these two. so but as I said I think we managed to build the bridge between these two. of course we used constantly as it, for the checkpoints: do you think it's valuable, do you think ppl in the camp would be using... in order to make sure we are on track still, and we haven't diverted from the path we set up on. that's I think that's it. I agreed to some extent with this statement, so that he was much more ... i will not say aligned, cause he was aligned with this idea of skills camp from the beginning, but I think he internalized it to greater extent (when?) through the concept refinement process (when?) wednesday and beginning of thursday. As I said there was not much happening from Thu evening until Friday, so basically you can judge this period, why he ... Thursday morning. it's how I perceived the dynamics what was going on.

ok. thx. have you got some other thoughts in your head?

P. I think something we discussed with michi. the main ones we discussed already. IMO it's only facilitators to nail the challenge, if they want these tools to be used. it's for them to nail the challenge so that it will be appropriate for the usage of these tools later on. I think it's the most important.

and we did not nail it

F3: you didn't know about it, so it's a learning process. as i said it was very nice experience and very well prepared. and i give full credit to F1 when she said first 2 days were quite well done as well. so it was cool but you can't know anything before you did it.

yea exactly we had to text

F3: and maybe 5 days was too long. 2 days + research is basically enough. maybe the 3rd day might be useful for quite advanced prototyping. then if it's too much time, you can't fill all the time you are given, it's not the purpose. in the corporate context it's very costly. one week the team of 10 ppl who are key decision makers in some area and some business, most of the businesses can't have it, so it's better to think how to squeeze it in two days. with research it's clear you can do it before the workshop, you bring the insight to the makeshop. the last day I think you can get rid of it without any harm. then it's more how to squeeze and make productive use of time in the last 3 days to make it in 2 days. of course it depends some of the workshops are 2 days and very intensive.

THX!

INTERVIEW 9: D3

perusmeinignillä näyttää että teän tiimi on toiminu ihan hyvin ja oot kokenu itses tärkeeks osaks ryhmää siinä missä muutki

kyl se on kiva nois varsinki intensiivikurssi jossa ollaan läsnä yks viikko joka päivä kaikki on paikalla ni se on kiva et saadaan lyhyt intensiivinen pyrähdys ja siin just vähä aina riippuu tiimistä et millasen tiimin kaa työskentelee mut aina hauska ku on vähän pitää löytää sitä tiimi dynamiikkaa ja... kyl nyt toimi tosi hyvin. oli kivat tyypit.

ketä?

mä E3, B3 puolalainen ja C3 kiinasta (artsi), ja sit oli tää Pjotr tuli jeesaileen ja sit tää... A3: tavallaan se oli mielenkiintosta työskennellä sen A3in kaa ku sillä oli niin erilainen tausta ja nii erilainen konteksti mistä se tulee että se ehkä myös huomaa ku kommunikoiitiin niin sit sen kaa oli eniten silleen että oli vähän ymmärrysongelmia

minkälaisia?

ihan vaan, sillä oli tosi kiva et se ehdotti tosi paljon ideoita, mut sit se kuitenkin oli vähä niinku eri laatuista ku me muut. me tietenki mentiin ku oli tällanen konsepti et menee tonne päin niin sit tulee A3:lta vähän toiseen suuntaan ohjaava juttu. tietenki me sitte haluttiin tosi paljon ottaa se mukaan siihen et annettiin se aika ja sit pyydettiin selittää tarkemmin ja sitte mietittiin onks toi hyvä ja jatkaa siitä ja tollee. mutta se oli kyllä opettavaista koska muutenki tää keskitty just niitten ympärille ni se oli mielenkiintosta olla sen kaa.

miten saitte - olikse keskustelu millä saitte ne...

joo, lähinnä keskusteltiin. tuossa oli kaikenlaisia harjoituksia mitä, mikä harjoitus tai minkä tehtävän kautta tehtiin hommia ni sitte yleensä aina sitte oltiin tekemässä ja sitte joku tuo spontaanisti omia mielipiteitään ja sit ollaan et mites tehdä nyt täs juttu.

oliko jotku harjoitukset tai materiaalit tai työkalut jotenki erityisen hyödyllisiä tai hankalia sen kommunikoinnin kannalta?

en tä. must oli mielenkiintosta et oli niin erityyppisiä harjoituksia. et vaik se fjordin mis pyöritellään sitä lappua ja kirjoitellaan juttuja, se oli musta mielenkiintonen. me tehtiin se aiemmin täällä michin kanssa myös mut se oli kyl, musta se oli tosi hauska et yhtäkkiä ollaanki hiljaa ja sitte tehdä se oma juttu ja sit pyöritetään ideoita.

mite se toimi teillä?

äää, me saatiin joitaki ideoita joo, mutta ehkä tavallaa ois myös hyvä ollu pysähtyä reflektomaan et onks ne nyt tarpeeks hyviä vai pitäskö ottaa toinen iteraatio. mut tietty tän kurssin puitteissa ei liian paljon ehdi tekee sitä ... mutta sillä aina saa jotain irti ni se on sillain hauska.

mites toi disagreements? olit laittanu eos.

no kyllähän tossa aina tulee vähä erimielisyyksiä tavallaan hyvällä tavalla, ei olla kaikista heti samaa mieltä vaan sitte keskustellaan että hei miks tää on sun mielestä näin ja miks ei niin sit siitä löytyy sellasta ymmärrystä ku keskusteleen. ni ehkä meillä oli enemmän silleen. ei meillä niinkö silleen vastakkainasettelua niinkään ollu, vaan silleen että vähän niinku oltiin ehkä päätetty jotain ja sit tää oli vähän eri kuva et mitä me oltiinkaan päätetty ja sitten ku keskusteltiin niin sitte tavallaan löydettiin se paras tapa oikeastaan tehdä, sanoisin näin.

ku te keskustelitte näistä eriävistä mielipiteistä ja hakeuduitte yhteiseen päätökseen, niin kirjoittekko te jotain ylös tai oliko jotain näkyvää mihin viittasitte keskustelussa?

ehkä se oli usein joku postit lappu tai sellanen. mut sitte tavallaan tuntu et ne postit laput vähän hukku tossa noin ku niitä tuli koko ajan lisää ja sinne sun tänne. tavallaan tuntu että se oli vähän vaikee seurata sitte sitä isoo kuvaa, ku välillä sitte se koko ajan kehitty johonki suuntaan ja sitte niinku ei pysy tallessa se joku idea joka oli vähän aikaa sitte.

oliko teillä se iso kuva jotenki selvillä?

ei oikeastaan kunhan vaan tehdään jotain ja sitte sielt vähän mentiin taas johonki suuntaan. ehkä iso kuva on liian suunniteltu juttu tollasissa. mut vähän nyt sieltä.

mikä nyt jälkikäteen on se iso kuva sun mielestä?

keskiössähän on just se refugee centerin ongelmat ja miten niistä pystyy parantaa asioita. se on kyl haastava ongelma. tavallaan must oli myös mielenkiintoista se että Pjotrin vähän tällanen ... semmonen näkökulma et tavallaan suomen UM:lla ois halu pitää se prosessi vaikeena että jengii ei tulis enempää tänne, et se menee vähän niinku tavallaan skeptiseks silt kannalta että halutaanks sitä helpottaa

kaikki jäsenet oli tasa-arvoisia?

ehkä sanoisin et jotkut ehkä vähän.. mun mielestä kaikilla oli asema tuoda mielipiteitä jne mutta jotku oli vähän innokkaampia tuomaan asioita ja mielipiteitä ilmi.

ketä teän ryhmästä?

mmm... ootasnytte. ehkä mä ja E3. me ehkä tuotiin enemmän asioita ilmi. kyl muutki toi ihan hyvin mutta ehkä siinä on vähän että joo. mut se on aina että ei kaikki nyt oo ihan tasavertasii. mutta oli mun mielestä tasavertaset lähtökohdat. hyvin annettiin tilaa kaikille.

mistä ne lähtökohdat riippu?

mun mielestä se on siitä että osaa kuunnella toisia ja kukaan ei oo liian dominoiva. se on mun mielestä tosi tärkeää tommosessa.

teillä oli silleen hyvä se ryhmän porukka?

joo kyl.

miten, auttoko, oliko ympäristöllä jotain roolia siinä?

mmm... tavallaan toi asetelma että intensiivikurssi ja joku fasilitoi sitä niin sitte ehkä siinä on vähän niinku, sen verran lyhyt aika niin ei oo ketään johtajaa omassa tiimissä niin kyllähän se tietty vaikuttaa että tavallaan tuntuu et nyt tuli tää tehtävä, nyt tällaset harjotukset tulee vähän niinku ylhäältä päin ja sitte me yhdessä toteutetaan sitä. tuntu, et ei ollu siinä mielessä hierarkiaa.

mitessitte muuten AG:n rooli ryhmässä? miten koit sen?

se oli kyl hyvä et se oli niin messissä ja anto aina mielipidettä, mut kyl välil huomaa että se ei nyt ihan ymmärrä mitä me tehdään.

okei?

tavallaan se oli myös oikeestaan tiimille hyvä, että aina jos se vähän putos kärryiltä ns niin sitte meän piti vielä vähän jutella ja keskust.. kertoa sille lyhyt recappi että oikeestaan mitä me tehdään. se oli oikeestaan myös meillekki tosi hyvä että oikeesti että hei mitä me oikeestaan tehdään täs vaiheessa.

mistä sie luulet että se johtu että hän tippu välillä kärryiltä?

ehkä vaan siitä että hänellä ei oo ehkä tällasta palvelukonseptointitautaa ja välillä oikeest ajattelin että kun tää on niin ajattelutyötä ja aatellaan tällasia konsepteja ja sitten kun me tiedettiin että hän on niin erilainen tausta että on kaupan myyjänä tjsp tosi konkreettista, niin miettiin jossain välissä että ymmärtääks hän et me tehdään täs konseptia ja toleen. tavallaan mul myös pelotti et mä aliarvioin sen koska oikeesti se oli tosi fiku mut siinä kuitenkin vähän pitää miettiä et millaset lähtökohdat sillä on ja miten hyvin sitte on niinku tässä mukana. mutta olihan se tosi skarppi kuitenkin.

mikä, sanoikko että hän oli kaupanmyyjänä ollu? muuta taustasta?

tietty sitte kuultiin hänen tarina miten hän tuli tänne suomeen et sehän oli niinku hänen veli tapettiin ku siel oli vähän just sellast vainoamista hänen perhettä kohtaan, pakko lähtää, jäi vaimo ja lapset sinne afganistaniin siis. sitte hän, me myös yritettiin siitä vähän hänen matkastaan tunnistaa että mitkä on ne pahimmat vaiheet, niin ne ensimmäiset useampi viikko ennen ku hän pääsi sinne venäjän rajalle niin hän oli koko ajan peloissaan et mitehän, jos ne ottaa sen kiinni ja hänet tapetaan. mut siinä kesti sit 2 kk venäjän läpi tonne pohjoseen ja sieltä sit yli ja sitten tuota päätyi Tornioon vastaanottokeskukseen.

mikä auttoi häntä pääsemään takas kärryille, te keskustelitte mutta oliko teillä jotain.. tota, nii.

no ehkä vaan niinkö kerrottiin mistä oli kyse ja vähä ehkä matalammal tasolla ku ehkä muuten.

millä lailla matalammalla tasolla?

tota...

tai muistaksä semmosta hetkeä?

toisaalta sitte monesti tommoset hetket oli et hän tuli myöhässä johonki juttuun ja sitte vähä niinkö recappi mitä ollaan tehty ja mitä tapahtuu seuraavaksi.

niin koska he tuli aina aamupäivällä myöhemmin ko muut.

joo. mutta... nojoo, ehkä nyt se oli vaan sitä että on vähä eri tausta ni pitää vähä vielä alleviivaa et mitä tässä tapahtuu ja mite sä voit auttaa ja kontribuoi tähän ni sitte hän on hyvin messissä.

ok. sitte sä olit laittanu että teän tiimi ei ollu kuitenkaan parempi ko muut tiimit?

ei. mun mielestä aika sama... se oli mielenkiinnosta seurata mitä muut tiimit sai aikaan. oli vähä aika erilaisia juttui. mut mun mielestä tiimit oli aika tasavertasesti sai aikaan asioita. en nyt osaa noita tiimejä paremmuusjärjestykseen laittaa. kyl joku oli parempi ko me ja me oltiin parempia ko joku. yleisesti kivan monipuolisia juttuja.

et oo varma approvaatko teän juttua?

se nyt tulee siitä, et ehkä se vaatii validointia ja sit siinä on kuitenkin meän palvelukonseptiin liittyen kysymyksiä et miten se lähtee liikkeelle, kuka fasilitoi sitä juttua ni sit mä en ihan seiso täysin sen takana. ihan oikee konsepti mitä viikossa tulee tehtyä mutta sit se ei kuitenkaan viel vakuuttanu mua.

mitä tarkoitat validoinnilla - ideaa vai teknisesti?

ehkä sitä ideaa, että sitä pitäis tavallaan jossain pienes skaalas mennä juttelee enemmän ihmisten kaa tavallaan toteuttaa tätä juttua et mitä mieltä he on ja miten sitä vois parantaa sit tavallaan saada enemmän sitte kontaktia. nythän tää oli silleen et me maanantaina käytiin kerran siellä ja sitte meillä oli niinkun yks tyyppi koko ajan meän kanssa. mut sit tavallaan myös viel tää UM:n tai kuka hoitaa näit hakemuksia kelalta tai mistälie, silt puolen tulee validointia et toimiiko tällanen, niin se oli iso kysymysmerkki.

my team made a good use of tools and material provided, sä olit disagree?

joo, mua ehkä vähä harmitti että ois ollu siistii ehkä käyttää enemmän niitä laserleikkuria ja 3dprint juttua et nyt se meän palvelu oli vähän semmonen että ehkä niille ei ollu mitään tosi hyödyllistä käyttöä ni sit ne jäi. mutta tavallaan mua kiehto et oli tällaset lelut tossa saatavilla ja sit sai tollasii kosketeltavia asioita tehtyä. just jotenki ku vertaa, kattoi mitä muut tiimit teki niillä ni se oli myös mielenkiintosta, että siirrytään pois niistä postiteista, sen sijaan sellasiin kosketeltavia objekteja ku se on sit niin paljo kivempi pitää kasassa. ja niinku se vähä niinku tulee konkreettisemmaks, koska sit ku tekee tällasii ajatuskonsepteja niin ne välilä jotenki on sellasia ajatuksia jotka leijuu, niin se on kiva saada ne, saada siit kiinni.

saitteko te niitä teän leijuvia ajatuksia jotenki kiinni sitte?

no, me käytettiin sit lopulta lego ukkeleita meän jutussa niin se oli kyllä ihan kiva et on sentään jotain ja sit sellasta karttasysteemiä mind map henkisesti user journey. kyl niit joillaki tavalla konkretisoitui mutta oishan se ollu kiva jos ois ollu enemmän sellasta kosketeltavia asioita

eli jos ymmärsin oikein niin te ette nähny kuitenkaan hyötyä niille kosketeltaville asioille sitte sen enemppää vai?

joo. ehkä siinä on myös pieni kynnys lähtee tekemään niitä, vaikka meille näytettiin miten ne toimii mutta sitte siinä on, ku ne ei oo ihan niin tutut työkalut meille, niin sitte ei hyödynnetty niitä.

mikä, haluaisin kuulla olikse teän konsepti sellanen mihin nää ei sopinu vai?

joo just nimenomaan se konsepti oli semmonen että ei ehkä oikein ollu käyttöä.

okei. mikä siinä konseptissa, mikä se teän konsepti oli?

meillä oli konseptina tosiaan se että et me voitais hyödyntää siellä refugee centerssä osaamista sitä mitä niillä henkilöillä on aiemmasta elämästä et sitte he vois siellä laitoksen sisällä opettaa toisiaan, auttais heitä fasilitoimaan sellasia sisäisiä kursseja että kun monilla on insinööriatausta ja mitä lie ja sitten pitää myös fasilitoida mitä on hyödyllisii suomen työllisyysilanteessa, niin sit tavallaan voitais jakaa niitä hyviä taitoja eteenpäin niin he ois valmiimpia saamaan töitä sitten kun he pääsevät suomeen pysyvästi.

mikä siinä konseptissa tavallaan, miksi sitä ei oikein niinku?

ehkä hmm. varmaan se riippuu siihen että tää on aika silleen öö perustus aineettomiin asioihin, et taitojen opettaminen ja vaihtaminen niin siin ei tavallaan tapahdu mitään, se vaatii fyysisen tilan opettaa ja tämmöstä on kanssakäyntiä mut tavallaan siinä ei sitte oo mitään objektia mikä liittyy tähän konseptiin vahvasti. niin ehkä me ei sitte nähty tarpeelliseks tekee semmosii puujuttuja.

te ette myöskään sen fyysisen tilan rakentelua nähneet tarpeelliseks?

ei... niinku jotain sellasii leegoilla vähän oppimisympäristöjuttui jotain palikoit tehtiin vaan, ne leegot on tosi paljo nopeempia ku 3dprinttaus tai laser leikkaus ni sitte me leikittiin lähinnä niillä.

aivan, mitäs muita juttuja te käytitte siinä?

no sitte meillä oli whiteboardi johon sitte tussilla piirrettiin erilaisii pointteja ja tavallaan sille whiteboardille rakennettiin sellanen user journey miten se eteni ja sitten eri vaiheet. se oli oikeestaan se meidän lopullinen prototyyppi.

aivan. muistaakseni teillä oli se sellanen kännykkäsovellus?

ai niin joo meillä oli sellanenki, invision prototyyppi. se vähän myös liitty siihen opetusympäristön fasilitointiin että miten sitte jaetaan sitä informaatiota, millasii kursseja on ja sitte jotenki pelillistää sitä kurssinkäyntiä. sellanen lisätyökalu. mutta tavallaan se ydin kuitenkin konseptissa on siinä ihmisissä jotka opettaa toisilleen.

oliko teillä muita touchpointteja ajateltua ku mobiilisovellus ja livekohtaamiset joissa opetetaan toiselle jotain?

noi on ne tärkeimmät. tietty tavallaan voi myös aatella että siellä centerissä on jotain julisteita tai jotkut kertoo et tällasia on olemassa että ne johtaa sitten, mut just se opettaminen ja mobiililappi ja sit se appi myös jotenki sielt tulee suositus mitkä on hyödyllisii taitoja ja tämmöst mut joo. noi on niinku ne.

mitä siinä teän konseptissa, miten sen pitäis olla erilainen että oisitte nähny hyödylliseksi tuomosen kosketeltavien asioiden käytön?

en osaa kyllä sanoa. tavallaanjos siihen konseptiin kuuluis jotain fyysisempiä asioita, niin ois sitten luonnollisempaa käyttää printtausjuttuja. nyt ku aattelen en oikeestaan osaa sanoa mikä sitten triggeröis sen että mä käyttäisinki sitä printtausjuttua.

oke. sitte MATERIAALI RASTI.

tää lego pussi on. legot on niin hyvii ku ne on niin tällasii helppoi ihmishahmoi joita sitte voi käyttää tavallaan pinpointtaamaan että tässä on ihminen tekijänä. erivärisii papereita, joo-o. pleksijuttu... pleksille varmaan voi piirtää jotain et se näkyy läpi. kankaat. näille mä en nää mitään käyttöä äkksieltään. concept canvas card, tää oli kyllä ihan hyvä työkalu siinä fjord rumblessa mite saatiin se tiivistettyä. puulevy, m-hm, yllättävän kevyitä, tää ei kyl oo puuta. muovailuvahat on myös ihan hauskoja kyllä. näitä on helppo muovata ja se on kuitenkin tosi konkreettista ja monikäyttöstä. se tuo aika paljo lisää jos on whiteboardilla piirretty pallo vs muovailuvahapallo se korostuu ku on oikeesti 3d objekti, helpottaa ajatusten jäsentelyä.

käytittekö te muovailuvahaa teän?

kyl me käytettiin, sit siihen loppuvaiheessa me käytettiin, se oli jotain palloja taidettiin tehdä. jossain vaiheessa ainaki käytettiin mut ne lähti pois jossain vaiheessa. sharpie-kyniä ja postitteja, isoja postitteja. ne isot postitit on ehkä hyvii mut ehkä pienemmät on kivempii.

oliko joku eritysien suosikki?

nuo legot on kyllä mun suosikki näistä.

palataan sitte niihin kysymyksiin että mikä sai teidät käyttämään ja toisaalta esti teitä käyttämästä tämän tyylistä kamaa mitä tässä laatikossa oli? jos jätetään 3d ja laserit sivuun, ei mietitä niitä.

nä lego ukkelit tavallaan heti otettiin käyttöön ku huomattiin ne et on siellä varsinki ku yrittää jäsentää ideoita ja sitä user journeya rakentaa ni sitte nää lego ukkelit heti otettiin käyttöön. myös noista legoista saa yllättävän kivan, niissä on tietty lapsuuden konnotaatio että on pienenä leikkiny näillä ja tietää miten niillä rakennetaan ni sit se on myös silleen nostalgista leikkii niillä. sit myös niil saa niin helposti ja nopeesti rakennettua asioita et ne kyl toimi tosi hyvin. ja sitten tota postitit, niitä on joka paikas saatavilla niitä käytetään kyllä. ne on helppoi ja siinä ei menetä mitään. mut sitte vähä ehkä tuntu et jos ois vain paperia, tällanen A4 tässä on jo kynnys ottaa ja tehdä sille jotain ku se on niin iso niin tavallaan tuntu et se menee hukkaan. postitit on niin pieni, niin ei se nyt mee hukkaan ku se on vaan ei mitään. ni sit se tavallaan siinä on pienempi kynnys käyttää postitteja ja postitit myös kivasti pysyy kiinni ne on helppo jäsentää ja laittaa vaik seinälle. se on siinä mielessä tosi monipuolinen ja hyvä työkalu.

yks syy miks te ette hirveesti käyttäny muita työkaluja ois ajanpuute. onks sun mielestä asia niin?

no kyl se pitää mun mielestä paikkaansa.

mut et pitäis ensisijaisena syynä?

niin, no ootas... onhan se niin että lego ukot on niin paljo nopeempii ja sitte ku on tietty aina vähän tollast painetta. mutta mun mielestä mä en myöskään nähny niin konkreettista käyttöä semmosille, se myös vaikutti.

no jos teillä ois ollu vaikka enemmän aikaa, mitä te oisitte tehny kaikilla näillä matskuilla ja työkaluilla

no mitä nyt tulee mieleen, ainaki sitä prototyyppiä mikä oli whiteboardilla nytten ja sellasii viivoi, ni ehkä niitä touchpointteja ois vielä voinu rakentaa konkreettisemmiks.

milläläilla esim?

ehkä esim. vaikka joku opetustila, sinne vois rakentaa sellasen huoneen, missä tavallaan, vanerista sellanen huone ja siellä opetustila.

vähän niinkö pienikokosena vai?

nii vähä silleen konkreettisemmin tuoda semmosta.

oliko teillä joku sellanen tilanne että A3 ois halunnu viedä juttua muuhun suuntaan ja te vaan päätitte et ei. muistaksää sellasta tilannetta?

ehkä tota joo, kyl mun mielest välillä se ehdotti jotain tosi radikaaleja, mut me ehkä koettiin että se oli liian erilainen ja epäkäytännöllinen huonompi ku tää mitä me ollana nyt rakennettu monta päivää. sit me ehkä koettiin että nooo ihan hyvä idea mutta pitäydytään kuitenkin tässä mitä ollaan tehty.

muistaksie jotain mitä se ehdotti?

emmänyt enää muista. must tuntuu et se välillä vähän ehdotteli että tää on se, jotain se ehdotti mut en mä nyt kyl enää muista.

kuvitellaan et on lauantai maksehop viikon jälkeen ja oot menossa vaikka keskisen pietarin kans lasilliselle ja pietari kysyy mitä oot viikon puuhaillu, miten sä lyhyesti kuvailisit viikon matiketo?

maanantaina me paneuduttiin ongelmaan ja tutustuttiin ihmisiin ja kontekstiin. sehän oli tosi avartava se käynti siellä refugee centerillä ja jutella niitten kaa ja kuunnella heidän tarinoita. se oli parasta antii täl kurssilla mun mielestä että meni sinne ja jutelti niitten kaa ja sitte oppi siitä jotenki niinku tarinat on sellasia mitkä koskettaa, heillä oli tosi vahvoja tarinoita se teki muhun vaikutuksen. mut sitte vähän tiistaista eteenpäin vähä menee sumeemmaksi. tiistaina me ehkä leikittiin erilaisil työkaluil mitä siellä fablabilla oli et just näitä laser leikkureita, printtailuita ja muuta systeemei ja keskiviikkona me mun mielest ruvettiin ideomaan ongelmia erilaisin sellasin tehtävin ja leikein vähän niinku... vai olikohan se... jossain vaihees myös me paneuduttiin niihin henkilöihin. ehkä se oli tiistaina. et me myös tavallaan koitettiin kulkea sen henkilön tarinaa ja ymmärtää niist henkilöistä ja rakentaa sellaselle timelinele vaik miten he on tullu suomeen ja miten he ehkä eläis suomessa.

tiistai oli se päivä missä osa ryhmistä oli eri.

joo no se oli ehkä tiistai sitte. sitte keskiviikkona mun mielestä se ideointivaihe siellä niinku väkisin tultiin ideoiden kanssa läpi. torstaina sitte ideoitin näitä ideoita että vielä kehiteltiin niitä ja vähän niinku koitettiin että mikä siinä oli oleellista ja hioa sitä ideaa. ja perjantaina sitte valmistauduttiin siihen esitykseen ja tavallaan siihen shake offiin että miten sitte toimitetaan tää paketti eteenpäin kun tää juttu loppuu. joo.

mikä oli sun lemppäivä?

mun mielest se maanantai oli kivoin. se oli ehkä muutenki must tuntu et kaikissa projekteissa se on mielenkiintosinta mennä siihen uuteen kontekstiin, sitten tutkailla mitä kaikkea tässä on sitte ymmärtää niit jotain ongelmii. mut sitte se aika usein ku lähetään purkaa kasaan ni otetaan vaan joku niist trakeista mikä nyt jotenki parantaa jotaki tätä, ku se aina pitää pintoaintaa jotaiki. siin vaiheessa vähän myös menettää kaikki me muut mahdollisuudet vaik se alkukonteksti on mielenkiintoinen ja hieno. site me kuitenkin pystytään valitsees vaan yks juttu mitä parantaa. sitte ehkä vähän se sit riippuu kuinka hyvän idean keksii ja miten hyvin parantaa sitä juttua. mut ehkä siinä alkuvaiheessa on eniten intoa ja se on jotenki uus juttu ja näin.

uskoksie että nää matskut ja kosketeltavat jutut tässä jotenki autto teidän ryhmää ja teän kommunikointia?

joo

millä tavalla?

jotenki se nyt on kivaa päästä eroon postit lapuista ja saada enemmän 3d objekteja ku niitä, ihmisen havainnointikyky liittyy enemmän objekteihin ku tekstijuttuihin se nyt vaan helpottaa sitä ajattelujuttua ja asioiden ymmärtämistä tos mielessä. muutenkin ku on tällasel IT alalla ni must mikä tahansa mitä voi kosketella se on tosi jees juttu sen sijaan että joku screeni ja joku digitaalinen juttu.

entäs mitä luulet oisko teän ryhmä päässy samaan tai vastaavaan lopputulokseen ilman , tavallaan jos se ois ollu paperia vaan käytössä postit lappuja ja.

mä luulen että ei ehkä näin hyvään. kyl se mun mielestä se oli niin iso apu et oli niitä lego ukkoja edes tai jotain tämmöstä. se autto jäsentämään ajattelua ja totanoinni. teksti vaan hukkuu sinne lappujen sisälle. siitä ei nää niin nopeesti sitä isoo kuvaa. toi on myös mielenkiintost ku en mä oikein oo aiemmin oo käyttäny tommosii lego ukkeleita ennestään et ollaan vaan yleensä menty postit lapuilla must on tosi mielenkiintost huomata miten nää lego ukkelit autto niin paljon että varmaan tulevaisuudes jos on mahdollisuutta ni haluan käyttää jatkossaki näitä. se on myös kiva oppia tän kautta.

INTERVIEW 10: E3

Killan ulottuvuusvastaava, vastasi 3d printtereistä jne. käyny medialabissa myös jossa taikkilainen näytti.

näyttäs että noin periaatteessa oot ihan tyytyväinen miten teän tiimi toimi

joo, ei tullu semmosia järkyttävää yhteentörmäystä, kuten joskus ehkä saattaa käydä. sekin on tullut koettua.

mikä vaikutti siihen?

infolaispitoisuus oli niin korkea. ja se, että siinä oli teknisesti ajatteleva ihminen. minä ja D3 oltiin infolaisia, jaettiin samanlainen työskentelymetodi ja ajattelumalli. se oli merkittävä tekijä jonka oon havainnu ARTSissa kun oon ottanu muita kursseja, on yleensä törmännyt siihen että olen se insinööri ja he ovat taikkilaisia. nyt se oli pienempi se kitka siinä välillä. ja sitten ehkä myös se että oli aika tarkasti annettu työskentelymetodit järjestäjien puolesta, ettei tarvinnut alkaa arpomaan että millä aikataululla tai millä metodeilla tehdään sitä luovaa työtä tai tuottavaa työtä.

oot laittanu tuohon omasta kontribuutiosta tuohon eos.

joo, no se on oma arvioni, että jos minut olisi poistettu siitä tiimistä, olisiko sama lopputulos syntynyt. No, joku lopputulos olisi syntynyt mutta se olisi vaan ollu eri randomgeneraattorilla. en mä tiedä, oliko se, että minä olin se kuvaaja, niin oliko se nyt niinku suuri kontribuutio sille tiimille. jotenki tuntuu että minä olin keskiviikon pois ja silläon oli se idea muuttunut, sitä oli fokusoitu ja uudelleen pohdittu ja siitä oli tullut paljon parempi. ja itse en ollut siinä vaikuttamassa niin sit se ehkä laski tuota arvioita. et kyllä väitän et sit siihen idean syntymiseen että ajatellaan MVPmäisesti sitä koulutusta eikä olla silleen niinku designerit yleensä bloottaa sen idean sellaseks kauheen jättimäiseks pilveks jota koitetaan sitte toteuttaa.

mitä on bloaattaminen?

lisätään siihen ominaisuuksia, digitaalisia systeemejä, kaikennäköstä kivaa ja muuta kuin se itse core on se että sanotaan ihmisille että mitä jos vaikka opettaisit englantia sun kaverille. ja tavallaan sen kirkastaminen on, tai se ehkä vaikuttavin, sen viikon vaikuttavin ulosanti oli se yksi keskustelu sen presentaatiotilaisuuden jälkeen sen SPR:n edustajan kanssa, kun siinä sai puhuttua sen idean tarpeeks simppelinä että tää on oikeasti yksinkertainen, älä pelästy niitä digitaalisia komponentteja, ei niitä tarvi koodata. se riittää, että ihmisille sanotaan pari asiaa ja niitä tuetaan. Se teki siitä sellasen lähestyttävän siitä konseptista ainakin omasta mielestäni. ja sillä tavalla arvokkaamman ja toteutettavamman myös. se puolsi sitä, että ei oo miinuksella tuo arvio.

miten se teän konsepti muuttu sun näkökulmasta ti-to?

tiistaina jossa tarkoitus oli rajata yhteen ongelmaan, tiistaina me ei päästy vielä siihen tuplatimantin keskikohtaan. tiistaina meillä oli pakka ihan hajalla ja me oltiin silleen apua miten me ratkastaan koko suomen /maailman työllisyys, jos tää ongelma onki. meillä oli tavallaan fokus hukassa tiistain jälkeen. keskiviikon jälkeen siellä oli jo joku idea. se on menny, mä nyt kohtelen keskiviikkoa kuin mustaa aukkoa.

meillä oli erimielisyyksiä, siihen oli kans eos?

ei me nyt tapeltu, ei meillä tietysti... nyt ku pohdiskelen niin ei meillä oikeestaan ollut mitään semmosta suuren tason erimielisyyttä oikeestaan mistään. kaikki oltiin yhtä vähän tietäviäsiä siitä aiheesta ja yhtä kujalla nii ei ollut tavallaan semmosta joka väittäis toista kuin toinen. ehkä se ton raksin paikka voisi olla ei ehkä yhtään disagreementtia.

ketäs teän ryhmässä olikaan?

D3 infolainen, sitku vielä muistais nimet, ompas viikko pitkä aika. kaivetaan, mä kaivan ne sulle chatista. B3 puolalainen naispuolinen siis designeri, sitte tom eiku dami(ng) mikäs hänen etunimensä olikaan, ja sitte A3 oli sitte tää meidän luottopakolainen, jos näin voi sanoa joo C3, B3 ja D3.

ok. mites tuota teillä tän AG:n kans meni sitte?

mm, se meni hyvin että selkeesti havaitsi että hän oli kiinnostunut tästä oman tilanteensa parantamisesta ja oli osallistunu joihinkin hackathoneihin ja muihin, startup piirien hackathoneihin, se oli joku refugee startupissa ollut mukana. oli sen tyyppinen henkilö että haluaa tehdä yrittäjämäisesti tulevaisuuttaan paremmaksi. et sillä tavalla semmonen kiiltokuva verrattuna joihinkin niihin nuoriin miehiin joita siellä pakolaiskeskuksessa sitten on, jotka on sitte peloissaan ja etsii itseään. hän on semmonen vanhempi mies, oli työskennelly ja osaa työskennellä ja osaa pystyttää yrityksenki tarvittaessa, että ei ollut sillä tavalla hukassa niinku ehkä osa niistä 20-v pakolaisista voi olla. Joo, ja no yhteistyöstä ehkä, tavallaan hän.. siihen collaboraatio designiin liittyen se että designerit ehkä me ajateltiin me opiskelijat jo eri tason asioita kuin hän sitten kiinnitti semmosiin pieniin yksityiskohtiin huomiota että hei mites tää nyt toimii ja sit se ei ollut yhtään relevanttia siihen just käsillä olevaan kysymykseen liittyen, joka oli paljon pidemmälle pohdittu ja sitä sitte pohditaan. en nyt muista mikä se yksittäinen hetki oli mutta se oli joku ruokailuun liittyvä tai joku tällanen sivumaininta häneltä tuli että entäs tämä ja se ei liittyny mitenkään siihen. mut mä suhteutin sen silleen niinku ominaisuudeksi niinku collaborative designiin osaksi että okei, käyttäjät on aina vähän ulalla tästä tai siitä kuinka korkealle designerit oli jo lentäny tästä näin. ja siinä saattaa olla sellanen kielimuuri myös että välttämättä kaikki ei ymmärtäny puolin ja toisin ja me designerit myös toisiltammeakaan emme ymmärtäneet mitä kukin tarkoitti ja kaikki puhuttiin vähän eri asioita mutta.

miten te pystyitte rakentamaan yhteisymmärrystä?

ehkä sen yhteistekemisen kautta. ku tehtiin sitä käsikirjoitusta. esim. sitä videota tai kuvattiin sitä videota, piirrettiin niitä viivoja, niin oikeastaan sillä että joku piirsi sen viivan ja kirjotti sen asian niin kaikki oli silleen että aaaa tota sä tarkoitat noinko se menee. ja sit toisaalta se että jos tältä pakolaiselta tuli se asiaan liittymätön kommentti niin me vaan sitte niinku "hyvä kommentti" ja sit ignorattiin se täysin, tavallaan jatkettiin sitä pilvissä lentelyä ja konseptin pyörittelyä eikä keskitytty just siihen minkä hän mainitsi. ehkä nää kaks jää nyt tälleen tulelle mieleen.

miten hän otti sen ignoraamisen?

ei ollut mikään suuri ongelma, se vaan oli että okei tää ei välttämättä ollut relevanttia.

sanoiko hän itse siis?

ei. tää oli mun tulkintani hänen käytöksestään. hän ei sitte alkanu huutamaan että mites tämä ruokailu nyt tässä tilanteessa.

sä olit laittanu strongly disagree tähän my teams solution is creative. mikäs?

mä määrittelin luovan silleen että on täysin uusi idea tai sitten jotain jossain olevaa toimintamallia sovelletaan uudessa kontekstissa. ja mun mielestä tätä vertaisarviointia on sovellettu jo aika monessaki kontekstissa ja sitte toi jossa me nyt sitä pakolaiskeskusten keskuudessa sovellettiin niin en mä nyt pidä sitä kauhean luovana. se oli vaan silleen yksi ratkaisu suoraan kirjasta tyyppisesti.

sää oot sitä mieltä että sun tiimi did better kuin muut?

joo, kyllä ehdottomasti olen sitä mieltä. ei nyt välttämättä paljoa paremmin mutta olen sitä mieltä että meän idea oli arvokkaampi siinä mielessä että sen kykenee toteuttamaan, sitä kykenee prototypoimaan ja sen kykenee toteuttamaan muutenkin kuin uskomalla että ihmiset haluaa vaan jostain pyhästä yksimielisyydestä auttaa pakolaisia. että se ei niinku odota sitä että joku julkinen taho tai yksityinen yritys antais vaan rahaa. sen mä nään suureks ongelmaks että osa näist tiimeistä joku pyöräjuttu ne ei ajatellu sitä kilpailua että okei pyöriä kunnostaa joku muuki ihminen tässä maailmassa. ne vaan ignoras sen täysin. ne oli silleen että no, pakolaisethan duunaa pyöriä helposti. että siinä mielessä mä pidän tätä ideaa parempana että se on, sen kykenee helpommin toteuttamaan.

mainitsit tuossa prototyyppaamisen, niin miten lähtisit prototyyppaamaan tätä?

tota ideaa mä lähtisin ihan sillä tavalla kuten tälle SPR:n työntekijälle sanoin että tää meän ryhmässä ollut pakolainen osaa nyt englantia, osaa arabiaa. mitä jos hän vaikka pitäisi englanninkielen kurssin näille. niin se olis tavallaan steppi ykkönen jolla sitä prototypoitaisiin. että otetaan joku todella simppele matikka tai lukeminen jota osa osaa siellä tehdä ja sit sanotaan toisille että hei, etkö osaa lukea, tule tänne näin. ja koska se vaatis tyhjän luokkatilan ja sit sen että joku sanoo niille ihmisille että osaatko lukea: opeta sitä muille ja toisille etkö osaa lukea: mene oppimaan. ja tällä sit saatais ehkä lisää tietoa siitä että onnistuuko se, tarviiks ne jotain lisää tukea siihen et se onnistuis vai toimiiks se vaan niinku tuosta vaan.

kuulostaa hyvin järkevältä. mainittitko muuten tälle AGlle tätä ajatusta siitä että mitä jos menisit

joo, se oli siinä hän oli siinä samassa keskusteluringissä siinä esityksen jälkeen ja siinä käytin häntä esimerkkinä tälle SPR:n tyyppille ja me oltiin keskustelutkin tästä aiemmin samana päivänä kun valmisteltiin tätä esitystä että mikäs olis minimiratkaisu tälle. niin siinä hän ei täysin dumannut ainakaan tätä että oli niinku jos tulkitisin sitä niin että olis suostuvainen testaamaan ainakin tätä ideaa.

okei sehän on hauskaa, ihan hyvä eka testi että onkse ite joka sattuu lähimpänä olemaan valmis, tottakai riippuu henkilöstä, toiset ujoja jne. itteki kyllä tykkäsin teän konseptista. tietty jalat maassa fiilis. on mietitty tätä hommaa. ei insentiviongelmia silleen. kannustimia. mut joo. sitte materiaaliin ja työkaluun liittyvät kysärrit eli. sun mielestä työkalut ja materiaalit jota tarjottiin oli ainaki jossain määrin USELESS, ja sun tiimi ei käyttäny niitä hyvin hyväkseen, ja alotuksen helpuus EOS

joo en ollut ke paikalla jolloin niitä opetettiin ja eniten käytettiin, sinänsä olen ehkä väärä ihminen kertomaan mielipiteen siihen. torstaina niitä ei sitte käytetty, ehkä joku 3d malli tulostettiin, joku toinen ryhmä tulosti jotain tuoleja tai jotain. ehkä niist välineistä..

mitä niitä välineitä oli?

mä hahmotin ton kysymyksen niin että se välineet tarkoitti näitä 3d printtereitä ja laser ja tätä niinku medialabran välineitä, eikä välttämättä mitään fläppitaulua ja tällasta. niin niitä välineitä kun en itse käyttänyt eikä meidän ryhmä käyttäny niitä oikeastaan mihinkään niin ne oli tarpeettomia koska ... ei sitä abstraktia konseptia, ei se olis siitä parantunu vaikka me oltais niitä 3d printattu opettaja pöydän takana. se ei tavallaan millään tavalla semmonen fyysinen, konkreettinen asia olis helpottanut ehkä siitä keskustelua. se on ehkä mun ideani nyt jälkikäteen että mehän käytettiin suurin tällanen ryhmän puhepalan, keskustelun herättäjä oli se fläppitaulu jonne se prosessi oli mallinnettu. että pakolainen tulee, pakolaiselta katotaan taidot, pakolainen menee kurssille tai opettamaan sitä kurssia, ja kurssilta tulee jotain ulos.

siillä fläppitaululla tarkoitatko sitä mikä teillä oli pöydällä

joo meillä oli pöydällä jota me käytettiin siinä videossa. että siinä oli lego ukkeleita ja lego ukkelit oli mukavampia ko muovaviluvahaköntit että tavallaan lego ukkelit oli ehkä hyödyllisin väline mikä siinä oli, koska tarvittiin joku konkreettinen kuitenkin herättämään se keskustelu että mitä tässä tapahtuu ja se olis ollut vaikeempi konkreetisoida pelkästään puhumalla pöydän ympärillä. että tossa saatiin jäsennellyä sitä ajatteluprosessia. tää nyt on tosin ristiriidassa ton mun 2 min sitten sanomani kanssa että roinasta ei ollut mitään hyötyä mutta

mutta sää puhuit ehkä vähän eri roinasta sitte vai?

Niin. että 3d printerille en nähnyt mitään käyttöä meän projektissa. toisaalta en kyllä nähny sillä mitään käyttöä niitten muittenkaan projekteissa että, en tiedä onko se konkreettisella rompuliilla visualisoiminen tehokkain tapa sille yhelle ryhmälle jotka rakensi sen pienoismallin niistä taloista ja siitä dinner partysta. kyllä se oli semmosta hauskaa rompulikrääsää mutta en tiedä paransiko se sitten sitä niitten konseptia. no ne printtas jotain tuoleja niille lego ukkoille.

sanoit jotain rogulikrääsää?

rompoli

rompoli?

rompoli joo.

se oli vieras sana, tarkoittaa lähinnä varmaan Krääsää?

joo, rompoli = Krääsää mutta toimii myös adjektiivina rompolikrääsä koska suomen kieli tai sitten ne puusta leikatut pyörät, nii emmätiä, no, pyörifiguurit puuttuivat, sitten jostain saatiin pyörifiguurit jolloin kyettiin ajattelemaan pyöriä. en taas tiedä kuinka tarpeellinen se oli sille ryhmälle, ulkoapäin näytti siltä että ne vaan niinkö vähän leikki niillä välineillä ja sit hyöty oli vaan sellanen mitä ei ihan käsin voi kosketella.

mainitsit tuossa tehokkuuden. nimenomaan siitä näkökulmastako ajattelet että niistä ei ollu niin hyötyä?

niin, ehkä se meän fläppitaulu oli tehokas tämän väline siinä mielessä että se herätti sitä oikeanlaista keskustelua mutta sitte se tehotonta olis mun mielestä alkaa mallintamaan jotain objektia 3d malliksi ja sitten printata se, kun 3d printeri se vastakohta olis ottaa muovailuvaha ja tehdä siitä semmonen vähän sinne päin oleva malli. se on tavallaan se että onko se photoshoppi aina paras vai riittääkö ihan vaan kynä ja paperi. mikä se on se helpoin työväline aina kuhunkin tilanteeseen. se varmaan se keskiviikon koulutus olis madaltanu kynnystä käyttää niitä välineitä, muutenki tohon projektiin.

oliko teillä ryhmässä keskustelua että käyttäisittekö te?

kyl me keskusteltiin mutta ne oli jo leikkineet keskiviikon ja sit ne totes että ei me enää jaksata näitä hyödyntää. ne oli tavallaan nähty meidän tiimin osalta. ja sit ku keskustelti johanneksen kans siinä viereisessä ryhmässä jolla oli näitä pyöriä niin se oli vaan silleen että no meillä on tällasia leikkikaluja ei ei me näitä oikeesti tarvita mut tulostettiin, tai siis leikattiin tällasia irti.

mainitsit että legot oli kiloja MATERIAALIRASTI pengos siitä. kerro ääneen ajatuksiasi ja feivöröitti.

pussissa on näitä, ei oo muuten samat leegot, eri leegot tällä kertaa. nää oli hyödyllisiä meidän ryhmälle, lego palikat. nää oli siis ihmisfigureita. ei niistä peruspalikoista välttämättä sen luovempaa ku muovailuvahasta ois tullu. nää tavallaan ilmensi niitä ihmisiä jotka liittyi siihen prosessiin jotka. ja sitte nää muutamats hassut ei-ihmistä kuvaavat legopalikat oli jotain semmosia touchpointteja, jotain dokumentteja joita siellä täytyis ehkä kerätä. se tulee siitä mieleen. kangasta, ei kyllä käytetty ollenkaan, turha väline. hiomapaperi ei mitään. tää balsamipuu on mielenkiinnostaa tulee mieleen puuaskareet mitä muut leikkeli, en tiä käyttikö kukaan ryhmä tällasta puuta. kyniä, no. concept canvas cards, nää oli hyödyllisiä, koska nää oli tämän, näitähän tuupattiin käsiin semmonen nippu ja sit oli että, niin se liitty siihen luovaan kirjoittamiseen, siinä oli se lopputulos me luettiin se viimeinen jonku toisten ihmisten kirjoittama lopputulos ja sitte meän täyty tehdä fyysinen, mixed ja digitaalinen palvelu ja se oli ehkä semmonen luova metodi joka oli hyvä, ja se täyty tiivistää tälle paperille. siitä jäi semmonen hyvä fiilis. vielä puuta, papereita, ei kiinnosta ollenkaan. sharpieita, noni, kaiken värisiä, kirjoitettiin jollekki postit lapuille. muovailuvahaa, lisää kyniä, postit lappusista, ne on semmonen arkipäivänen, tänäänki oon muutamankymmentä postitlappusta kirjoitellu, ne on semmonen jokapaikanhöylä työväline jolla voi tehdä kaikenlaista muistiinpanoia. niitä varmaan käytettiin pari pinkkaa oman ryhmän kanssa. siinäpä mun mietteet.

lempperi?

leegoukkelit vois ehkä viime viikon lemppariks laittaa.

osaatko kertoa tarkemmin syitä miksi ette käyttäneet jotain noita mitä ette käyttäneet.

en ehkä niitten lisäksi mitä tässä oon sanonukki, ei nähty tarvetta askarrella sitä ideaa.

minkälaisessa tilanteessa ne vois olla hyödyllisiä.

ehkä jos tehtäis jotain fyysistä asiaa. sit sen prototyypin muokkailu fyysisiksi asiaksi. sit mä näkisin selkeesti tarvetta. mut meil ei ollu mitään sellasta touchpointtia tai mitään sellasta refaktia jota meän ois tarvinnu mallintaa, ni sitte ei mallinnettu, ei käytetty noita välineitä. niin siihen tapauksene on kyllä hyödyllistä että nuilla muilla artsin kurseilla on kyllä ollu hyötyä tällaisesta tavarasta niillä on kyennyt tiettyjä konkreettisia asioita mallintamaan. esim. joku laatikko joka sisältää tiettyjä tietoja. tehtiin opojen tueksi kysymyspatteria ja työkaluja niitä digitaalisessa muodossa ja fyysisenä hahmoteltiin. sen kurssin fyysinen protfolio mukaili sitä fyysistä tai digitaalista palvelua näille opoille ala-asteella ja yläasteella. se oli tavallaan semmonen hyödyllinen konkretisointi että tämä se meidän idea oli. siitä oli semmosia tehtävälappuja joita sitte opiskelijat täyttäisi tai koululaiset täyttäisi opintojenohjaukseen tai ehkä elämänohjauksen liittyen. niin sit se jäljitteli sitä fyysisenä artefaktina mutta tässä projektissa ei ollut sellaista.

se oli tällanen laatikko?

laatikko jossa oli tehtäväliujskoja esim käy setäsi työpaikalla ja kirjoita tähän paperille havaintosi ja pari kysymystä valmiina

ne oli käytännössä paperia kaikki vai oliko jotain esineitäki?

joo se oli paperia ja sit tällä samalla user inspired design kurssilla käytettiin workshopissa kuvia ja tällasta taulua jolle kuvia aseteltiin. sitä sitte prototopoiitiin kurssilla oman ryhmän kanssa fyysisillä asioilla. että ehkä olen nyt niinku näkemäni design on rajoittunu paperi ja digitaaliseen sisältöön.

jutellaan lopuks vielä AGsta, mainitsit siitä että hän välillä heitti epärelevantteja pikku detalji asioita.

niin ehkä semmosia naiiveja huomautuksia.

oliko ne myös tangentaalisia?

niin. joku asia mikä sattui siinä tilanteessa tulemaan mieleen. mutta en väitä etteikö muut ihmiset siinä ryhmässä olisi myös sellaisia asioita huomauttuneet. niihin ehkä suhtautui eri tavalla kuin siihen henkilöön joka validoi sitä ideaan. tavallaan jos siltä tulee kommentti joka ei liittynytään siihen kosneptin sisältöön

tuntuko että hän pysy kärryllä?

ainaki 80%. lopun aikaa selkeyty siian kun kuvattin videota tia piirrettiin taululla. selkeyty taas ja oltiins amalla kartanpuolistkolla.

oliko tilannetta joss hän oli eri mieltä muun ryhmän kans?

ei ollu erimielisyyksiä, mutta lisätietoja. käytettiin häntä hyvänä tietolähteenä että mitä siellä oikeasti tapahtuu, niin semmosta faktoihin perustuvaa erimielisyyttä, sitä oli mutta ei siis sellasta asioista eri mieltä olemista.

mikä AG:n tausta oli?

hän oli afganistanista jostain kylä jonka nimen olen unohtanut pohjois-afganista ja talebanit oli vaarana

entä koulutus?

siitäki oli puhetta mutta nyt en muista tarkalleen. oli hän tehny töitä siellä. mm. kokkina ollu jonkin aikaa mutta se ei ollu se hänen ammattinsa, se olis ehkä yritys mitä hän vois suomessa tehdä. hän oli pitäny ruokakauppaa siellä Irakissa (?) se tais olla se viimeisin ammatti.

tuntuko että te ymmärsitte mitä hän puhu, mainitsit sen kielimuurin, millä lain se ilmeni?

tavallaan rajoittuneena sanastona. hänen englantinsa siis oli hyvää mutta kuitenkin aina eri maassa opittua englantia on sitte vaikeus kuitenkin ymmärtää sitä ajatuksen juoksua siellä takana kun vieraskieliset ihmiset puhuvat toisilensa englantia tai ei omana äidinkielenään englantia käyttävät viestivät keskenään, semmosia ihan normaaleja että ei välttämättä ihan pysyny kärryllä mitä se toinen sillä ideallaan tarkoitti.

sit varmaan kysyit mitä tarkoiti?

joo selvensimme sitte puheella jos ei ymmärretty ja oletettiin loput

tarviko alkaa piirtää?

ei tarvinnu alkaa käsimerkkejä ja piirtämistä käyttämään.

oliko jotain jargon-osastoa ammattisanastoa?

ei ollu oikeastaan sellasta että me designerit siinä tiimissä ei liian kummallista kieltä alettu käyttämään että ehkä saatto olla että bisnes model canvas tai joku niitä fjordin metodeja ja muita tällasia niin ne saatto olla vähän liian vaikeita käsittää sen sanan kautta. siel saattaa olla joku termi jossain lomakkeessa tai työvälineessä, sitä täytyi vähän selvittää. ehkä se empathy map vai mikä sen nimi oli jossa on jäbä keskellä ja mitä menee mihinkin sektoriin, niin siitä ehkä olimme aluksi eri mielisiä että mitä tämä sektori tarkoittaa, että kaikille tuli siitä sanasta vähän eri konnotaatio mieleen.

joo. LOPPUSETIT. auttoko matskut teän ryhmätyötä siis.

nii, mä en ehkä tohon osaa suoraan vastata eikä kannata suoraan vastata.

INTERVIEW 11: C4

China.

most used one for me is laser cutter I do some handicraft. rest I don't know how they work I ask Charlie just in case.

seems you have been quite satisfied how your group was working

yea bc we were from different background. and we are also very committed to project I think. We early show up and not disappear and we agree with each others idea and we have different strenghts. I think we were working quite good together

who were in your group?

D4, B4, and A4.

what were the backgrounds?

D4 industrial design. he maybe do a lot of service project. he did know the process. B4 is a businesspeople. he also like doing something a bit less service design, a business. we were able to understand what we were talking. and he's very german like stay on the process. A4 he has engineer background, he was studying in england. so his english is probably the best among the collaborators.

you felt and your contribution was valuable and there was understanding and you stand behind the concept in the end

yea so I think our idea came up on tuesday, in the end we still think this is very nice that we have the key finding like we should distribute the stress in the end during the process of waiting so this was very valuable and in the end we had changes trying to think about like what is the most easy low cost but more valuable solution for them.

about disagreements you put 3.

I think not really much disagreement. I think it went quite well. maybe sometimes we just have some different opinions and we just ?? out to talk about. for example maybe B4 thinks transportation was very important because in Germany all the transportation is free, everyone can just all the asylum seeker can just go wherever they want. and he was want to apply that to here. but on the other hand I think from A4's opinion was the job is most important and then we discuss maybe just follow the job perspective bc they...save go overrated?? and if they don't get job it doesn't make sense to just go travel here, and they don't have much money. yeah, this kind of discussion but I think in a good way. and i also think the material was quite helpful for example the value / cost model, then we maybe talk 2 question in the sweet corner, and the... about lowest cost and highest value, we had 2 ideas there, so in this case we start bring up transportation thing we think do we according to what we have done, bc of the model we have, bc we already have 2 nice problem. let's not discuss something else but focus on there.

you had to ask team members clarify some terms you used?

e.g. some certificates for cooking? some english terms maybe to my knowledge I didn't use them in my area.

you think those words are bc some different professional area or just bc languages?

also maybe the knowledge. e.g. D4 got that ca??? certificate before, so he had it's appearance. and maybe other ppl know it too, I didn't know it. maybe he's smiling about my English. I need to still learn some words when talking to ppl.

but you were, ppl understood what you were saying?

yea.

and you also approved... you think your team did better than the other teams?

I think so.

what do you think about the other teams projects what were they and ...?

I think they also quite good. I think the most struggling team was the team to very similar topic with ours. i think they got affected by our opinion, because were interesting similar solution they might struggle a bit. and the restaurant team I think it's very nice and a nice demo too, I think it's really good. maybe the limitation would be not all want to cook. but maybe by arranging this kinda things there would be some ppl who do the arrangement and thing, they might find their precision as well. the bike thing I think... is it.. I like their demo maybe in their presentation they could still show something not just too much focus on the demo.

what was their demo like?

there was electricity, lighting, very cool you click and move that one.

was it the bike or?

no no no, it was another one, the bike was doing it by laser cutter, they had many small bikes to explain their ideas. yea, that one i... I think it's quite feasible too. I thought if one of the members they said they have some difficulty with communicating with their "co-operator". yeah. because of the english or he was quite shy to give any opening.

yea and he had some problem with the voice. so then, some questions about the tools and materials. seems that you're team made a good use of them and it was easy to start working with them and they were not useless at all. elaborate?

I think they are very nice tool for ideation.

which tools and materials did you use?

in the beginning we have the empathy map. that was quite nice, we put post it and clearly see pain point. and also we have some different physical material to building our customer journey, it's quite useful too be from the customer journey we are clearly see the opportunity and this where we found our opportunity. and then we have a tour to talk about our goal, the feature of the things to make us feel more concrete about our concept. but at the moment we were interested in app more than else. on tuesday final thing we present on the paper. I think the variable/cost model is quite nice too be we have so many ideas to have us to pick 1-2 idea out of four. and then the one we draw in physical/digital/combo is also nice that we can have us to generate more ideas in a way. Overall i like the methods.

you said something about physical materials to build customer journey. when was that?

Tuesday, the transparent 50€ board, some pen, lego. yea, I think, in the beginning we trying build it up by post-it, then in the end we say let's do it different because we are half running out of time.

did you do 2 times same thing?

in the postit we half understand the whole journey and this 3d part is to show the others, it's more visual, it's more for the others. the postit it's many colours but just writing, might be too many.

compare that with just draw it it nicely on a board. would there be a big difference

i think it provide a chance for ppl who don't draw so you can include them. this may be maybe the biggest benefit. eg I might be the one who drawing inside a team, a visual designer, but then will be them talking me drawing. but now they can drawing because we're just talking and we do something, so you can do it together. maybe that might be the beneficial part.

do you think it's better that everybody can do?

yea yea I think so because in ideation parts, it would be really nice that everyone can do something there, otherwise if someone's do they might doing something not the same as what they are talking, so there will be some gap i guess. I was working in a team with only 1 designer, rest are business ppl. in this case they might have hard time to understand the whole thing, and co-operation might be bit harder. so if everyone can do something that would be nice.

would you consider using that kind of method with that other business ppl group?

yea would be nice. and also in the other group the problem is like some people are in Spain and other ppl very busy. we do it on Skype. it's not like 2d or 3d

go through your week like you would tell to your friend. what did you do last week?

we had a workshop, topic is to do service design for asylum seekers. we visit them and 1 of the asylum seeker design with us the whole week. and we use some methodology from design agency Fjord to build up our concept.... I describe the course or the project?

I think you can describe what you did/ what happened.

yes we visit the place and then ... it was quite fun. and then use the tools.... if i talk with my friends i talk they talk something else it's ok.

on tuesday?

so we talk day-by-day? ok. on tuesday we use some tool to ideate whole process, there we got quite nice idea about how to... find opportunity to use the time they have waiting to prepare their career afterwards. the whole process was quite fun. we use some lego and things to build ourself.

what about wednesday?

wednesday.. ah, we went to fablab we used different tools. I've been in some course like that before but it was quite fun they had some new tool. I think they have 3d scanning, can scan the whole model and 3d printing it. it's quite cool. it was also relaxing after 2 intense day.

which tools did you go through?

1st... app thing from you, electric thing from michi, 3d printing + 3d scanning from charlie, laser cutting from (yea the other guy)

afternoon?

one more tour. then we think how to use this tool? not thinking about video yet? on that day we were thinking how to use the laser cutting to make something useful for the showcase. we print some design kit for the, like from the laser cutter. so have some back? design kit you remember the phone

oh the big phone

yeah we did that on afternoon.

so you were trying to find out how to use those.

we were thinking for example the other 2 3d printing take too much time. doesn't make much sense. laser cutter might be the most easy one to use. but how to use it's a question. then we were thinking, we had the idea of application, then maybe the mockup tool would be nice to play around, need to see. it's something like paper prototyping but in a more physical form.

did you use this mockup thing after you made it?

we use it for short term for discussing the layout of the application. but some time our team had an idea about poster thing eg poster put in the room maybe better scanning the QR code, and have the information on the phone, maybe better than the application. then we agree on that. we discussed and talked about advantages/disadvantages of app and poster and we thinking like app can be something at on because it's more personal no lies. but the poster might be some general but it's nice. and also some thing about the asylum center is very plain on the wall, would be nice to have something on the wall too. we had this idea then we decided let's talk about it tomorrow

then 2morrow came, thursday.

thu was the day we think about touchpoints. think about it's a service and not only poster but application, but it's like a service that they can reach by calendar different course this kind of whole service in the solution.

can you say again?

there was touchpoints: poster, course calendar, some people come to talk about the shortage of work in Finland, some people give some course maybe voluntarily, then rewarding gala, that they credit the people who have been working hard the past days. these 4 things is our service.

so in the end you did not have an mobile app?

no. actually we want to say: after we have this service and if it goes well we can develop it further. we didn't have much time to talk about it, so we think let's talk about the four for now.

friday?

fri morning I was doing the video. also thursday afternoon we talk a bit and we do some material things. and D4 was doing the poster and calendar. It was quite effective. also we went through the presentation and afternoon it was the showcase.

what was your favourite day?

I like most of them. I really like Tuesday because I learn a lot of things. And of course Friday it was rewarding when everything was done. i like all days. wednesday was really refreshing.

was there something that slowed you down, too slow, stopping you going forward? or other hand something giving you speed?

I think speed thing would be the tool, very nice to use.

which tool?

Tuesday the tool to generate idea. that was speeding up the whole thing.

all of them or specific?

... .. it would be most of them. ... they are all a fog?? I cannot say anything about that. then slowing, the computer had some problem on Friday. in the end we did it, it's fine. I think generally it was not really slowing, we got the solution quite happily.

MATERIAL EXERCISE

postits very useful because everyone can contribute idea and post it on the same place. very nice tool. lego maybe in the showcase show there's people, a great way to show.

did you have legos?

yea on the customer journey we had some ppl there. it's more personal and emotional to have people's face there. this is quite nice too bc it's easy to cut by cissors and knife, then you can draw something. then you can use it with the tack. you can use it with this and attach it. this is, we use it to highlight the customer journey, using color to color code the process. of course pen is very important. I think if we don't have this one (playdoh) then stabilo pens can do the colour thing. Sharpies, yea I think for the postits. sometimes we use this for the 50 € board we try to clean out so we not ruin the 50e board. this is estaple?? this was fine?? thing, it shows quite nice but i think some of my team mate don't like the idea they are using this especially for material just for showing. but I think it's fine because it can hold things and it can be reused (transparent sheet). we didnt use any fabric, because it's a bit hard to use, or maybe the colour would be nice or, I don't know if they make some real structure it might be useful, but it's not useful in our case. this one, I think it would be just like a big post-it, without the attachment, we haven't use it too (A4 colour paper). I can imagine use you can use some way but maybe not very useful. and it can be easily replaced with another material. this are really useful too, for the post-it opinion making... yea like these too, it's very clear to show idea (concept canvas card), and especially like we were actually drawing there, if an easy to expand to the others. I think these belong to the same as others (bunch of pens)

what about this one? sand paper

we didn't use it. I think be this one they ...?? it's not wood. (I think it's balsa) aa ok. I thought it's some foam, there is why things. Styrofoam, I think it's that thing but colour is wood.

here is also this piece of the styrofoam. what do you think about that?

this one? can replaced... oh no...

did you use that kinda material, why?

no. it's too thick. no easy to cut. and as back, is not as good as this one, easy to clean up (the transparent) bc the surface.

so there were these kinda materials quite a lot. out of those you made this customer journey. did you have in discussions that you would do something else with the materials or was it clear from the beginning that this is what we want to do.

in the beginning we kinda want to use maybe this kinda things to have the whole building.

aa so cutting the foam and make small buildings?

yea like the airport and the asylum center, immigration office, police office...

but you didn't do it?

no, in the beginning we had some job but then the half don't undersdatand?? cdsnfëöafjealfj

sorry in the beginning?

in the beginning we have the customer journey like the couse here and the customer journey is like here. I think I and D4 understand it and the rest don't, and then we decide ok let's go from the left to right for everyone to understand.

first you had buildings on the left and right and then customer journey from the top to bottom?

yea.

But then you decided to...

and then in the end we think if with the color code we don't need any building. so we just skip the building and just build the journey.

so why did you want to skip the building or just do the color coding?

because the color represent the building already, we don't need to do it again. and ah, another thing for this material is like when you use the mark, the movable mark to can do draft on there and you can wipe it if you're not satisfied the idea.

so you're talking about the transparent plastic, so when you draw on that with whiteboard marker, then it's easy to replace.

yeayea.

ok. joo. did you feel like you wanted to save time? to kindof so that you were not doing the buildings. bc i was thinking then you have to explain the dots like this colour means that.

yea and actually in the end the dot was not very important, bc we only highlight the time they are using, and then we highlight in the end they need to do for working. so in the end the color isn't not that important at all.

I see. then about the other tools, we had this tour around. you didn't use the electronics?

it was a bit hard for us to think about what can we do with the electronic. khaff?? library?? inspiring to see what the other group do with that. for us we had very clear idea of what our service would be theres definately not electronic.

and you didnt want to put electronics also in the representation?

ok you mean the customer journey. (for example.) maybe we lack the engineering background so that tool is not the best tool for us.

INTERVIEW 12: D4

näyttäs että teän ryhmä on toiminu

kyllä

hyvin. että kuuntelit toisianne ja ymmärsitte toisianne ja pääsitte yli niistä erimielisyyksistä joita ei käytännössä ollu

jep. se oli hyvin selkee siinäki kohtaa kun me, mikä se on se ... mitäs me tehtiin se oli se konsepti, piti eka laittaa se ongelma ja kaikilla oli itse asiassa se sama, kaikki näki että tää on se mihin meän pitää vastata.

ni juttu.

ehkä osittain näky tietysti myös siinä että sit oli hyvin vaikee lähtee mitenkään, ku tuli tämä tilanne että tää toinen tiimi oli saanu samanlaisen johtopäätöksen niin kuitenkin siit ei oikein sinänsä kokemu että sitte lähtis muuttamaan kauheesti kuitenkin koska se pointti oli jotenki se, tai aika pitkälle mitä me koettiin että siellä oli semmosia asioita joita pitää muuttaa ja jossa oli selvä semmonen vastapaino myös samaan aikaan, et on tää aika jota ei osata käyttää oikein ja sit on tää sen jälkeinen aika jolloinko on liian vaikeeta kaikki asiat koska ei tunne systeemiä niin sit tavallaan tuoda sitä systeemiä siitä sen jälkeen tasapainosemmaks.

ketä tiimissä?

B4, B4, ja sit A4.

olitte vähän eri taustoilla kaikki vai?

joo siis F3oli ekonomi, B4 oli New Media ja A4 itse asiassa onko se sitte kuitenkin dippa? käsittääkseni hän on ihan valmistunu. sinänsä hauskaa että hän niinku täydensi sitä ku meidän tiimistä puuttu se tekniikan ihmelapsi niin saatiin yks niistä sitte. mikä oli tosi hyvä toisaalta, hänellä oli hyvin tekninen lähtökohta moniin asioihin mutta myös tietotaitoa yleisesti suunnittelutyöhön vaikka oliko sit tekniikan lähtökohdista mikä tuo hyvää vastapainoa sille sitte että on myös se ekonominen ja tulee vaan se ehkä enemmän ihmislähtösempi tai mites sen nyt sitte ottaa huomioon ne käyttäjät sitte yksilöinä. näin mä kuvailisin. kauheen helposti sanotaan että muotoilu on silleen ... onhan se luova, mutta se mistä se ammentaa on ne ihmiset, niin se on se missä mä koen että se on se vahva, se ihmisen näkökulman tuova, keskittyä siihen mitä se on se ihmiset siellä itsessään.

design on sulle sitä?

joo.

Aivan. mitäs sitte, teillä ei tullu erimielisyyksiä prosessin aikana?

ei oikeastaan, sanotaanko että, semmonen ainoa mitä mä mietin, halutaanko me se applikaatio vai ei. sit me et koitetaan vähentää sitä applikaatiomaisuutta tästä ja sitte oli tää että jos se onnistus, siinä tulis lopuks että jos se alkais toimimaan, siihen vois kehittää sen aplikaation joka auttais sitä, semmosen digitaalisen muodon. mutta sen välttämättömyys ei ollut niin iso, mutta oli siinä sit se että siin ei ollu semmosta halutaanko me sitä vai ei koska kaikki oli sitä mieltä että okei se on hyvä idea mutta ei ensimmäinen idea tai tavallaan se tulis vasta jälkeen. mut sit meillä ei ollu aikaa tehdä sitä niin se jäi siihen. näin koen että. se oli semmonen “soin”?” toinen oli sitte se miten me esitellään asia, tää oli tää, B4 ei oikein uskonu siihen omaan selitykseensä minkä hän oli tehny B4n kanssa ja sitte ku me tultiin tänne ja nähtiin miten B4 oli saanu sen taitottuu niin toimivaksi että se ei kuulostanu semmoselta kälyselä puhelinnauhotukselta vaan ihan toimivalta systeemiltä niin sitte se niinkö.. eihän siinä sinänsä koskaan tapahtunu mitään siinä vaan on niinkö tämmönen vähän niinkö “onks tää niinkö toimiva tätä kautta” ja sit se kuitenkin oli. et sekin meni sitte tosi putkeen. mut se oli aika, tosi pitkälle sen B4n New media taitojen ansiota myös toisaalta että siitä saatiin todella hyän kuuloinen lyhyessä ajassa.

työkaluista ja materiaaleista. sun mielestä niitten käyttämisessä oli järkeä?

musta tuntu että ne oli hyvä antaa siihen, osittain monet niistä mahdollisti tosi paljo asioita mut samaan aikaan mä koin että niiden käyttö on vähän vaikeaa siinä kohtaa kun aikaa on vähän, ei sulla oo aikaa opetella tavallaan miten ne vois toimia ja sit se on todella vaikeaa myöskään kehittää siitä että miten sä saisit niistä jotenki. ... koska jotenki siinä kohtaa kun tulee noin tiivis aikataulu ja sit pitäis esittää jotain ni mä koen et siinä kohtaa kannattaa keskittyä oleellisiin asioihin mitkä pitää saada aikaseks että sen viestin pystyy välittään. koska siinä sit helposti käy niin et sä keskityt sellasin pikkujuttuihin ja sit se lopullinen viesti jää puolitehen.

mihin työkaluihin ja materiaaleihin viittasit tällä?

no siis... me oltiin siinä tiimissä joka eni tonne noin ja piti tehdä se kolmiulotteinen tavallaan se... mä koin hieman ongelmallisuutta siinä että mikä se on se kolmiulotteisuus ja mitä me halutaan sillä antaa koska sen pitäis tuoda sitä lisäpainoa et se kannattaa tehdä, et miks ei sitä viestiä tehdä 2-ulotteisesti jos sen pystyy viestittää, ja mitä se antaa. ni sit me tavallaan kehitettiin semmonen, mun mielestä tosi mukava puolivälimalli, ehkä siinä oli osittain se että taas aika tuntu loppuvan kesken, että sitten ja koska siinä oli taas semmonen työkalu joka oli uus, et et vaikka nyt kolmiulotteisia asioita tekeekin niin se että kuinka paljon se antaa lisää että tää lentokenttä on tässä 3d kuin että se olis sitte tavallaan tehty kuvana. ja sitten tuli vaan semmonen että me tavallaan tasapainotettiin siinä että me nostettiin asioita joita me haluttiin nostaa niillä 3d kuvilla.

mitäs ne oli ne 3d kuvat?

siinä oli minkälaisia ihmiskontakteja, ne tuli näistä lego ukkeleista, sit oli tavallaan nää kosketuspinnat tai touchpointit niin ne tehtiin sitten semmosista puuneliöistä joihin me tehtiin sellanen logo tai ikoni, että okei tässä tulee tää viesti, eli nostettiin asioita esiin. plus sitte käytettiin muovailuvahaa siihen niiden paikkojen ja sävykoodattiin ne sitten, ne taas nosti paikkoja näkyviin. se antaa tietynlaista mielenkiintoa siihen kuvan katsomiseen että siinä on tämmöst 3d. ihminen on kuitenkin semmonen olento joka tykkää katsoa 3d asioita. antaa lisää mielenkiintoa ehkä siihen. siit tuli silleen, sanoisin että kiva, mutta sitte toisaalta samaan aikaan mietin aina sitä et mikä se on se, kuinka paljon se antaa lisää, tai sit et tietysti se ehkä nyt tälle jälkikäteen ajateltuna eihän se oo huono asia että annetaan paljon työkaluja ja niistä sit ammentaa sen ku ammentaa, mut siinä tuli ehkä sen ajan kanssa semmonen pieni, ei ahdistus, mut pieni tilanne että pitäskö meidän nää kaikki nyt sit jotenki, ku tuli niin paljo sitä matskua ni tuli semmonen et okei tämmösiä laatuja pitääkö nää jotenki käyttää täällä ja sit... tuli vähän semmonen olo että ehkä siinä sitte tuli se jotenki, koitti sitten tasapainotella sen kanssa että miten käyttää niitä. emmätii, mä koin että siinä kohtaa tuli semmonen olo et onks nää kaikki hyödyllisiä. ja tuli tosi semmonen, ehkä lähtee mielummin siitä että mitä me halutaan viestittää ja sitte onks näist jotain hyöty. se oli niinkö ehkä se.

onks tään niinkö tiistaina mitä oot tähän asti puhunu?

joo. tää oli siitä ja sit toisaalta noi toiset... ehkä siinä myös se että koska meillä oli jo toi tilanne, niin sitten tavallaan se että tultiin tänne fablabiin ja katottiin että okei täällä on tämmösiä kaikenlaisia mahdollisuuksia, niin sit tuli ehkä semmonen, emmätii, hämmennys sitte vaan siitä että mitähän tän kanssa pitäis, näiden kaikkien mahdollisuuksien kanssa tehdä toisaalta. siinä kohtaa tulee ehkä se että kauheen helposti jää sitte semmosiin tuttuihin työkaluihin koska tietää miten ne toimii ja tietää miten niitä voi käyttää. niin sitten ei ehkä osakkaan ottaa niitä uusi. siinä mielessä tavallaan tulee myös se että mitä ne antaa lisää siinä mielessä että saa sen viestin välitettyä. ehkä keskittyä siihen olennaiseen eka. jos ois ollu lisää aikaa niin sitte ois voinu enemmän hyödyntää ehkä sitä.

mitä oisitte tehny seuraavaksi jos ois ollu lisää aikaa?

me oltais todnäk tehty miltä se applikaatio ois siinä näyttäny. vähän kehitetty sitä toimintaa. ja sit tavallaan ehkä toinen asia mikä tuli mieleen, tuli esitys... ehkä se gaala ja sen että se ei oo pelkästään gaala vaan tavallaan semmonen tiedotuskanava ja kohtaamiskanava, niin se ei ehkä välittyny siitä viestistä ihan niin paljo. sen ois voinu haluta sanoa.

tarkotat sitä teidän konspetissa olevaa gaalaa eikä meidän perjantain.

joo. siellä oli hyviä ajatuksia siihen miten, mitä kaikkea siihen gaalaan kuuluu ja et tavallaan se ois myös viihdyttävä. että ihmiset viihtys siellä. mutta se että miten se toimis, se jäi vähän sellasen mystisen sanan alle kuin gaala. jos ei se tavallaan aukee sieltä ni...

(katko)

niin kysyin mitä oisitte tehny seuraavaksi puhuit äppistä.

nii, sitä oltais lähetty ehkä, ja osittain myös sitä ehkä että joo, mite se toimii, se olis sisällyttänyt aika paljo sen kaiken mitä nyt tehtiin manuaalisesti mikä on tietysti edullisempi vaihtoehto. kuitenkin se konseptiajatus on kiinni siinä paikassa myös. sen takia digitaalisuus ei oo välttämätön. se helpottaa toisaalta sen leviämistä mutta se että toisaalta noi asiat pystyy myös tulostaa jostain, tai jos ne ois netissä laitettuna johonki kansioon että tulosta nää ja laita seinille niin eihän sinänsä se paljoa lisää tuo.

niin, se ois niinkö siinä.

niin, et se tavallaan paketois ehkä siihen, sen sijaan että sä otat sen koodin siitä julisteesta niin sä voit vaan linkin kautta löytää lisätietoa. siihen vaan ei ollu aikaa, et oltais saatu visualisoitua silleen et oltais pystytty näyttään. mutta kyllä me sanottiin kai siinä esityksessä että tästä vois tulla myös sitte sovellus. mut se ei sitten...

joo. sillä laser-leikkurilla te teitte semmosen mock-upin siitä, mitäs te sillä teitte?

no sanotaanko että se oli mun mielestä jotenki tosi kiva. jotenki semmonen, siinä tuli semmonen olo et jos haluu jotenki tehdä tätä sovellussuunnittelua yhdessä niin toi on ihan täydellinen itseasias siihen, se on tavallaan just niistä että no, sillä saa sen suunnan että mitä kaikki hakee, koska sitte jos joku tekee kynillä tai joku tekee tälle näin niin se on aina jonku kädessä se kynä. mut sit ku ne on noissa palasissa niin sit sä voit vähän liikutella niitä että mitä jos se ois näin päin ja sit sä voit vähän näyttää et okei ja näin. tavallaan se antaa sellasen mahdollisuuden keskustella siitä että miten se toimii. olin jotenki silleen hyvin haltioissani tästä yhteistyökälystä.

käytittekö te sitä silleen?

ei niin paljo ko ehkä ois toivonu. mut se johtu siitä ku me tehtiin tavallaan tehtiin se, alettiin tulostaa sitä siinä samaan aikaan oltiin sitä mieltä että meidän pitää keskittyä siihen mikä se on se juttu ja miten me voidaan toteuttaa se ilman sovellusta. sen takia ehkä siinä kohtaa ku me saatiin se valmiiks ni sit me ei koskaan ehkä lähetty ihan käyttä sitä. ja sit siitä puuttuu vielä se että ... kännykälle takaosa, jolloin se ei ois aukko vaan syvennys. mutta me ei koskaan tulostettu sitä, koska me koettiin että se ei kuulu enää tähän ensisijaisesti.

okei. oliko teillä muuten siinä projektissa muilla osin mahdollisuutta tähän tämmöseen mihin viittasit siinä kännykkä mockupilla että yhdessä tekemiseen, vai olikse kynä aina jonku kädessä?

no siis yhdessä tekemiseen mun mielestä se tota, mä tykkään aina post iteista mutta se johtuu ehkä mun taustasta. mun mielestä vaikka siinä on kynä kädessä niin siinä on kaikilla kynä kädessä ja siinä tavallaan tuodaan yhteen kuitenkin aina niin se toimii työkaluna tosi hyvin siihen ideaali, ideointi

se toimi myös teillä tässä tapauksessa? post-iti?

kyllä. kyllä se toimii.

näätkö että näistä lego ukkeleista ja muista matskuista oli lisäarvoa tuohon, tästä näkökulmasta just tästä yhteistyöstä tai siitä että se kynä ei oo yhen kädessä?

no siis tälleen nyt ku miettiä sitä niin se antaa ehkä siihen, antaa sitä, antaa sen mahdollisuuden mut sitten samaan aikaan tulee ehkä se et että kuinka paljon se antaa lisää siihen, sitä mä en osaa sanoa. et tavallaan osittain koen että joku tollanen lego ukkeliki ni se on aika semmonen siihen kontekstiin sidottu, kun taas sitten joku lappu johon sä teet sen sanan, se taas voi olla mitä vaan. tavallaan toi kahlitsee hieman osittain. ... et tavallaan kyl mä niinkö käsitän sen ja ehkä vielä nyt vahvemmin ku oli tuo UI työkalu että tavallaan miten se auttaa sitä. ehkä siinä tiistaina tuli vähän semmonen olo että okei että mitä tää antaa, tuli enemmänki se ei niinkään sen suunnitteluvaiheen kannalta vaan sitte sen lopputuloksen, sen viestinnällisyyden kannalta. sitä pohti siitä kannalta siinä tiistaina. ja sitten...

ymmärsinkö oikein että tiistaina se arvo epäilytti nimenomaan sen viestinnän kannalta?

joo. just näin.

eli että saman viestin sais välitettyä ilmanki noita...?

esim. toi muovailuvaha siinä mielessä on tosi hyvä et se taas sitte pystyy oleee paljo enemmän. tietysti okei lego ukkelit ne antaa ihmisen ja sitten.. nyt ku tälleen jälkikäteen alkaa miettiin niin kylhän siinä oli niistä mitä mahdollistaa aika paljon, jos sitte vaan niinkö siihen ehkä just siihen yhteistyöhön. mut nyt se meni aika pitkälle siihen et me tavallaan eka mietittiin miten me voidaan hyödyntää niitä ja sit se meni siihen että okei jos me käytetään näitä tämän kuvakkeena ja näitä tämän kuvakkeena, mut sitte B4 teki sen ensimmäisen viivan siinä, sit me mietittiin että okei mites tää nyt toimii ja kuinka se jollekki toiselle ei ollu niin selkee ja toiselle taas et joo okei mite tää sit pitäis tehdä ja alettiin taas miettiä uudelleen miten päin se pitäis tehdä. tavallaan siinä mietittiin sitä viestintää.

joo. niin minkä ensimmäisen viivan B4 teki?

meillä oli tota, sä olit videoinu sen niin näät sen.. meillä oli siis semmonen miten se toimii, niin.

oliks se niinko ylhäältä alas?

siinä oli neljä kaistaa: saapuminen (lentokenttä), VOK, poliisilaitos, maahanmuuttotoimisto. ja sitte tavallaan et miten sen.. siinä ehkä tuli vähän tämmönen aasialainen näkemys ja sitte tämmönen tavallaan länsimaalainen näkemys ja kuinka ne niinkö, se oli semmonen mielenkiintonen että B4ille se oli ehkä se koki sen hieman hankalaks kattoo miten se toimii koska siis B4lle se meni silleen tavallaan lukusuunta oli ylhäältä alas kun taas B4 koitti lukea sitä vasemmalta oikealle.

aika-akseli meni ylhäältä alas B4lla ja B4illä näin päin?

just näin. ja sitte hälle se oli jotenki hankala. mä vaan käänsin sen lapun ja ja sanoin noniin katos nyt ... aa okei joo joo! se oli vaan okei, meni hetki. koska se oli tavallaan semmonen odotusviiva, ja se tuntu vähän semmoselta ehkä, se oli visuaalisesti ilmaistu siihen että kuinka tämä tphakija etsii sitä tilannetta, ei etsi vaan siis menee aina uuteen toimistoon tai poliisille tai näin, niin etäisyyksille ei ollu mitään väliä. ja se ei toiminu B4in ajatusmallin mukaan et miks toi on kauempana ku toi, ja sit ku niissä käydään vaan maksimissaan kahdesti niin miks pitää olla kokonainen kaista. sitte me päädyttiin sellaseen janamutoon joka sitte ehkä toimii. ja se on hyvin selkee. siitä tuli tosi selkee sitte, todennäköisesti molempien kannalta, meinaa siis niin itämaalaisen kuin länsimaalaisen näkökulmasta.... siinä saatto myös olla tämmöstä että on tää luova puoli ja sitte tämmönen ekonomistinen, tavallaan kun kuvaaja on jotain, sitte kaikki pitää olla tosi, ne meinaa aina jotain ne etäisyydet tavallaan näin.

mut se ku sä käänsit sen paperin?

se viesti välitty.

oliko se semmonen naps?

joo, se oli silleen et ahaa okei nyt hän käsitti sit et okei et nää on vaan tällasia kohtauspisteitä ja tää on se aikajana. se oli joo, ehkä siinäki tulee kuitenkin tällanen tausta näkyviin näissä keskusteluissa.

TOOLS & MATERIALS exörsaissi, hyötyä, hyödytöntä, mitä käytitte jne.

intikuosi kangas, emme käyttäneet. mä en tiedä ehkä se ei tähän aiheeseen liittyny tekstiilit että ois.

minkälaiseen aiheeseen/projektiin ois kuvitellu?

hyvä kysymys.

eikö tänäki konseptissa vaikka yks kurssi vois olla ompelu?

vois, ehkä sitte jos ois lähteny esittelemään niitä mahdollisuuksia, sit ois ehkä leikannu pienen kankaanpalasen ois tehny siitä vaikka paidan muotosen kankaanpalasen ja siihen jonku tämmösen vaatesuunnittelija/ompelia ammatin ois viestittäny.

lego ukkeleissa, kuinka paljo näihin on lapsena kiinnittäny huomiota, nii sitte just nyt kiinnittää huomiota minkälaisia kasvoja niillä on minkälaiset vaatteet niillä on, vaikka loppulopuks sehän pitäis olla ihmishahmona vaan. toisaalta se että pystyt tekemään sellasen ihmishahmon ku sä näät sen henkilön olevan, helpottais sen viestin välittämistä. ehkä, jos pitäis päättää pitäisinkö mukana vai en tämmönessä toimintapakettissa niin kyllä mä ottais nää mukaan. kyl nää sit... palvelussa on aina mukana ihmisiä kuitenkin jossain kohtaa.

kynät, hyvä keksintö, samoin postitit. mä sanoisin, paljon sävyjä, yks asia mikä kannattaa huomioida fasilitoijan kannalta on ottaa pois ne sävyt jotka ei näy, koska sit ku sä haluat saada selvää sen jälkeen ku tilaisuus on ohi, niin esim keltaset kannattaa ottaa pois yleensä [stabiloissa].

nää oli tosi hyviä jos halus sen tota mitä nää on [valkosta sinitarraa], sitä se on. hyvin kätevä että saa asioita yhdisteltyä... se mitä itte ois kaivannu ois ollu se että ois tuon taulun voinu laittaa seinälle. se ehkä...

meinaaks sitä valkotaulua?

joo. jos se ois ollu siinä tavallaan niinkö... se on vähän 2piippunen juttu tilanteeseen/tilanteeseen sit tavallaan toivois ehkä molemmat. ehkä siellä 1-tiimillä oli mahdollisuus siihen valkotauluun ja sit katteli ku ne täytteli siellä yhdessä sitä niin tuli semmonen olo että hei tuo ois ollu hyvä tähänki. koska sitte se että tota se oli siinä pöydässä niin se ehkä tavallaan koska kuitenkin ihmiset tuppaa katsomaan sieltä yhestä kulmasta, pitää olla tietyllä etäisyydellä kaikkien henkilöiden. tossa se viel toimi sinänsä et meitä oli niin vähän. mut sitte ko oli yhtään isompi tiimi niin sitte ei itse asiassa saattaa olla helpompi että se on mahdollisuus nostaa siihen seinälle jolloin sinne käy joku täyttään ja sitte katotaan yhdessä mikä se on se... näin näkisin hommaa.

balsapuuta... no sanotaanko et tää oli ehkä itelle semmonen et okei mitäs näillä. mut samaan aikaan ehkä... siinä kannattaa ehkä siinä viestinnässä ku antaa sen tehtävän ois auttanu jos ois sanottu et tässä on hyvin paljon kaikenlaista, mutta alkää ottako paineita, ideana onki että teillä on mahdollisuuksia. ihan vaan että antaa sen luvan siihen toisille että ei oo pakko, se tuo paljo enemmän luovuutta ku kaikki on vapaaehtoista ni siinä tulee semmonen olo että okei mitäs tästä vois keksiä ja vähän niinkö ehkä enemmän menee sen kannalta kuin että tää pitäa lisätä ja tää pitäa lisätä ei hajuakaan mitä mä voisin tällä tehdä -meiningillä.

muovailuvaha. oikein hyvä. sanotaanko että jos mietii 3-ulotteista postit matskua niin ehkä se ois muovailuvaha. se antaa hyvin paljo mahdollisuutta siihen et se voi olla mitä vaan siinä mielessä vois olla hyvin toimiva.

tätä ei tullu kauheesti käytettyä tätä hiomapaperia.

tussit. ainoa huono puoli oli et me sotkettiin niitä valkotauluja. hyvä olla tusseja jotka on isompia, se mikä stabiloissa on huono puoli näissä pienemmissä niin ku haluaa tehdä sellasta postit tekstiä joka näkys kaikille niin stabilot saattaa aiheuttaa sen että se ei näy kaikille. sitä pitää aina mennä lähelle katsomaan että mitä siinä. nii sitte huomaa siitä myös että jos ihmiset ei oo tehny sitä niin sit esim ne saattaa käyttää postitteja että ne laittaa kaikki maholliset ideat mitä tulee, samalle ja laittaa sitte siihen. tällä se ei oo mahdollista, näillä isommilla tusseilla. isommilla tusseilla sun on pakko tiivistää se. se ehkä on semmonen hyvä/huono etu.

monen kokosia postitteja, minusta se on hyvä asia, monen sävysii. tulee aina semmonen olo ettei hyödynnä edes sitä kauhean hyvin just sitä koodausta, pitäa ehkä alkaa käyttää sitä enemmän ja enemmän, et kuinka voi sävykoodata niitä viestejä et tää on idea ja tää on kehitysidea. mut siis silleen tavallaan, tämä on haittapuoli ja tämä on jotain muuta. niillä pystyttiin joskus silleen ku meillä oli vaan yhdenlaisia postitteja niin käytettiin tusseja siihen että sininen oli joku ja näin. mutta mieluummin sitte niin että postitit on monenlaisia.

sitte näitä muovikalvoja.

joo ne on on värillistä A4.

joo. sanotaanko että, ei oo huonoja juttuja...

onks jotain lempparia?

postits. mutta niitä pitää olla sit monen sävysii.

mites tää matsku?

mitä se on ees?

en oikein tiä miksi sitä sanotaan, tuomonen kova vaahtomuovi.

sanotaanko että aikaan nähden koin vaikeaksi. plus en tykkää siitä mitä ääntä se pitää.

mitä ääntä tarkotat?

just tätä mitä tulee tästä (hivelee). sit jos joku leikkaa saksilla, se on kamala.

INTERVIEW 13: C2

oot HY kulttuuritutkimus maisteri ja Aalto new media melkein maisteri, ja sitte graafisen suunnittelun taustaa myös.

olin maanantaista pikkusen pois, lähin siinä vaiheessa kun tultiin takas keskuksesta.

en luonnehtis sitä experienceksi mutta oon kokeillu 3dprint jne.

palvelumuotoilu on asia joka on ollut aina ja nyt sille on annettu nimi, ja sitä pitäa opiskella muka. se on vaan tervettä järkeä minusta.

koit että teän ryhmällä oli ok meininki?

meän ryhmällä oli hyvä draivi päällä. meillä ei tullu sellasta... ehkä siinä oli jonku verran tyhjäkäyntiä välissä, kyllä siellä koko ajan tapahtu mutta siellä oli hirveesti erimielisyyksiä, kertakakkiaan ihmiset lähti eri pohjalta lähestymään. jossain vaiheessa huomasin että meillä on niin kertakakkiaan erilainen lähtötausta ja myös, kehtaisn väittää, arvopohja, nimiä mainitsematta...

saatan kysyä niitä nimiä.

tottakai mä ymmärrän, en tiedä millä periaatteella jaoit näitä tiimejä mutta tottakai kiinnostavaa joutua ihan toisenlaisten ihmisten kanssa tekemään hommia. ja nyt mä en ees puhu siis A2ista joka nyt oli silleen tosi kaukaa jne, vaan ite näistä suomalaisista tiimin jäsenistä. ja mun mielestä F2ki oli silleen vähän puolijäsen kun se vähän tuli ja meni.

ketä teän tiimissä olikaan?

F2, B2, D2, minä ja A2.

kenen/keiden kans oli eniten jopa arvotasolla menevää...?

se oli jännä tiimi sen takia että mä huomasin että aina ku oli 2 ihmistä paikalla, nyt mä en puhu A2ista, A2 loppujenlopuksi, no me päästään tähän myöhemmin, mä puhun näistä oleskeluluvan saaneista henkilöistä tiimissä – kun oli 2 ihmistä niin asiat suju hirveetä vauhtia ja oltiin konsensuksessa. heti ku siihen tuli kolmas, niin se lähti, heti tuli hmmmhhh, tie nousi pystyyn parhaimmillaan. heti ku se kolmas tuli siihen, se heti kyseenalaisti kaiken mitä muut oli tehny. tää oli ällistyttävää, siis tää oli mun kokemus, en tiedä oliko muilla se kokemus että ne kahestaan tekee jotain ja sit mä tuun ja kaikki levii samantien.

oliko joku tietty tilanne jonka muistat?

noei, aamulla jotku tuli vähä aikasemmin ku toiset ja sit ku kolmas henkilö tuli niin yhtäkkiä se mitä oltiin saatu silleen että nyt tää lähti etenemään ja nyt saatii niinku silleen niin tulee kolmas ja kyseenalaistaa kaiken mitä on aamulla.. sitte aaa nyt ollaan takas siellä mistä lähettiinki.

olikke vaikka se ku sie johanneksen kanssa teillä oli se paperi?

johanneksella ja mulla oli hyvä sessio jossain vaiheessa vaikka johanneksen kans mä olin nimenomaan suurimpia arvo-ongelmia, ihan senki takia kun mä keskustelin sen kanssa muistaki asioista mä huomasin että me lähestytään asioita erilaisella arvomaailmalla. plus, meillä oli aika paljo ikäeroa mitä D2 ei välttämättä hiffannu, että mä

olin sitä ihan reilusti vanhempi. siinä näki sellasen nuoren miehen arroganssin, jos voi sanoa. ja mä väittäisin että - no tää on vähän sellanen humanistinen elitismi - että nää bisnesopiskelijat, niillä on vaan niin kovat arvot jollain lailla.

muistaksä sitä tilannetta että 2 -> 3?

sen mä parhaiten muistan missä mä tajusin että tää toistuu koko ajan, se että D2 ja minä kaikista meidän erimielisyyksistämme huolimatta saatiin erittäin hyvin edistettyä meidän juttua.

milloin?

oisko se ollu sitä torstaiamua. ja sitte B2 tuli sieltä, ja välittömästi oli sitä mieltä että se mistä me oltiin puhuttu ei toimi millään. tai jotenki se ei päässy yhtään sisään siihen.

mitä teillä oli sille x:lle annettavaa, olikse ku teillä oli se joku paperi?

meillä oli joku hieno paperi ja oli vaikka mitä siinä ja joo, siinä oli kaiken näköstä. mä en suoraan sanoen muista nytte eikä niitä papereitakaan oo enää olemassa. mut mä en tiedä, saatto olla että sille oli itselleen tullu B2ille joku mieleen että hän on kuullu tämmösestä jutusta, tätähän vois soveltaa tähän, niin ehkä se silleen vähän fakkintu sitä omaa ideansa että se halus ajaa sitä läpi, ja saikin ajettua sen läpi sitte. mut jossain vaiheessa mulla epätavallisesti palo jopa vähän käämi. en ruvennu huutaan tai mitään mutta en pystyny pysymään ihan täysin rauhallisena. harvoin mul missään tiimitilanteessa, tottakai voi ruveta vituttamaan, mutta...

meinas keittää?

joo, pikkusen rupes. ihan vaan se että ku kokoajan mihinkään ei päästä koska aina niinku. tosi turhauttavaa.

mutta lopulta te kuitenkin pääsitte sitte - mikä sen sai aikaan?

mä luulen että siinä sitte ihmiset vaan anto enemmän periksi toistensa... että ruvettiin etsimään enemmän sitä että millä tavalla nää kaikki ideat voitaisiin mahdollisesti sulauttaa yhteen, kuin sitä että mikä näistä on nyt paras idea joka voittaa tän taistelun. tavallaan lähettiin etsimään sopuisaa yhteisratkaisua.

löittekö te jotain lukkoon siinä ja sitte tavallaan..

mä luulen että siinä rupes aika puskee päälle että oli pakko puskee, nyt pitää saada jotain ja jatkaa siitä tai muuten me ollaan tässä ens viikollaki vielä.

aika

indeed. ja kyl must tuntuu että jos ... jossain vaiheessa mä aattelin torstaiamuna että tää vaihe ois pitäny olla tiistaiamuna. ois varmaan paljo pidemmin saanu kehitettyä sitä mitä se sit todella on jos ois ruvennu aikasemmin jos saanu sen konseptin...

neilattua. mut teillähän oli se vok bikes jo tiistaina iltapäivällä?

niin se bikes kyllä seikkaili siellä, että mikä sitte silleen niinkö, et ihmisillä oli todella eri käsityksiä ja sit jossain vaiheessa tajutiinin tyyliin ke iltana tai to aamuna et koko tyyliin edellisen päivän ihmiset oli ajatellu ihan eri asioita siitä ja sit vasta käy ilmi.

Mitä asioita ne oli?

jossain vaiheessa oli se kysymys et onks kyse enää pyöristä ollenkaan vai onks kysymys tästä ja jotenki se jauho abstraktin konkreettisen väliä. et puhutaanko nyt pyöristä vai puhutaanko me liikkuvuudesta, ja mä että eikö se oo sama asia tavallaan. et se pyörät on vaan sellanen tavallaan symbolisesti liikkuminen, on fyysisesti pyöriä mutta ennen kaikkea puhtaan siitä liikkumisen toiminnosta. ja sitte taas mennään siihen mutta puhutaanks me nyt oikeesti pyöristä, mä oon öhö wtf silleen joo puhutaan pyöristä ja silleen. ehkä myös ajattelutapoja. ehkä siinä oli myös se että sitä odottaa aina että ihmiset ajattelee samalla tavalla niinku abstraktilla tasolla tai samalla kohtaa abstraktia tasoa. en väitä että mä ajattelin abstraktimmin kuin joku toinen, mutta siinä mä huomasin että puhuttiin vähän eri tasoilla niistä asioista. että jos puhutaan niinku pyörän omistamisesta, niin puhutaanko silloin omistamisesta vai mahdollisuudesta. ja puhutaanko siitä mitä kaikkea mahdollistaa se pyörä. vai puhutaanks me ihan pelkästään että mulla on se fyysinen pyörä tässä!? niinku tossa on pyörä ja sitte niinku se on mun. tällasia keskusteluja jotka oli aivan kypsyttäviä, käytiin useita kertoja. toisaalta mun täytyy sanoa minusta ne oli hirveen huvittavia ne mun partnerit silleen että siinä ois pitäny olla joku tosi-TV pyörimässä niissä keskusteluissa koska niissä oli jotain tosi, emmätää. ne oli sellasia tyyppjeä.

teillä oli sitte niitä laserleikattuja piku pyöriä?

kyl juu, ne oliko sööjiä.

käytittekö te niitä keskustelun välikappaleinta?

kyllä ne seikkaili siellä edes takasin mutta... mä sanoisin että ehkä jossain vaiheessa ne vei keskustelua ohiki varsinki ko johanneksella oli jokulainen ihmeellinen oliksiilla adhd ongelma, mä en huomannu sitä alkuun mutta viimeiset 3 päivää mä aattelin että mä lyön sitä kohta, koko ajan räpels ja näpels jotain, vitsi niinko hajotti niitä pyöriä ja silleen. aaahhh. mut ehkä sillä oli helpompi jotenki ajatella jos se koko ajan silppuaa jotakin. mut kyl mä sanosin et ku oli fyysisesti ne niin teki sen tietyllä tavalla konkreettisemmaks, kun ideat on sellasia leijuvaasia. sit ku näkee jotain sellasta kivan näköstä, jotain kaunist. sen takia on hyvä aina olla se joku visual designeri joka tekee nopeesti. niin se alkaa yhtäkkiä tuntua paremmalta se idea, sen näkee ne mahdollisuudet.

okei. mites sitte A2? tääl oli tää equal, nii ku sää tässä äsken sanoit et A2iin palataan kohta ni olikse tää kysymys.

se oli juuri se kysymys. mä luulen et A2 jäi kyllä ihan sivuun oikeesti. et se oli vähän semmonen, tottakai omalta kohdalta ainakin nolo juttu.. tai ei en.. tai tekis melkein mieli valehdella sillee että ei, A2 oli koko ajan hyvin tasa-arv... mut fakta oli kyl se että ei me ehkä osattu sillä tavallaan niinkun... A2 oli itse hirveen ujo, A2 vasta olikin nuori. ja tota A2 ei ollu selvästi, no vähän sama ehkä ku johanneksella et ku ei ollu vielä hirveesti kokemusta.. no olihan sillä varmasti paljo kokemusta sellasista asioista mistä mulla ei tuu ikinä varmaan olemaan kokemusta (toivottavasti - nii) mut silleen niinku tämmönen pitempään eletyn elämän perspektiiviä. mutta tota, täytyy kyllä myöntää että tää A2in ääniongelma oli myös vähän hankala, että varmaan se nosti hänelle kynnystä korottaa äänensä ihan oikeesti. plus silleen että sitä oli vaikeaa kuulla, ihan siis kertakaikkiaan. siitä oli vaikee saada selvää, ihan hirmu vaikea. sit ku hän lopulta rohkasi mielensä sanoa jotain, niin sitte sen saatto helposti väärinymmärtää.

se on kyllä hankala. no tuntuko että A2 pysy kärryllä mitä tapahtu jne vai?

no joo-o, mut kyl mä huomasin että aika usein hän silleen vetäyty vaan silleen pohdiskelemaan jotain omia tai selailleen sitä puhelinta. jossain vaiheessa se oli pitkän aikaa tuolla leikkelemässä jotain manchester united faniläpysköitä.

laserleikkurilla vai?

jollain tämmösellä en mä tiedä. se ilmestyi sieltä joidenki läpysköiden kanssa sitte. et silleen niinku että joko se oli se, niin mä luulen et se oli vaan yksinkertaisesti et A2 katto et hän... tai tuli sellanen fiilis että ehkä se on vaan se että me touhutaan siinä menemään ja häntä ei kaivata siinä. ja koska siinä oli aika paljo sitä ihme väittelyä silleen mä en tiedä millä tavalla hän ois voinu siihen ylipäänsä kontribuoidakaan.

eli palasko hän sitte kuitenkin jossaki vaiheessa?

joo kyllä hän aina tuli takasin silleen, minneppä sitä ihminen meniskään mutta tota, ja kyllä me sitte yritettiin aina skarpata ja kysyy ja muuta.

seisooko A2 tän teän idean takana?

en mä usko että hänellä ainakaan on mitään sitä vastaan.

ja hän ymmärsi sen konseptin?

Kyllä mä uskon joo.

Ihan alusta asti vai olikse joku tietty?

no siis ku mä en sanos et kukaan ymmärsi sitä konseptia niinku ulkopuolelta seuraten ku se matkassa keskustelu siinä, mutta tota eihän se mikään vaikea asia silleen oo, ainakaan kauheen monimutkanen. eri asia sitte että vastasko se nyt ihan täysin just niihin tarpeisiin, just et.

nii, meillä oli puhetta silloin viikolla että A2 sano lähinnä että haluais bussikortin eikä pyörää.

nii, mutta just se että bussikortti on niin yksinkertainen kuin että raha. ja rahaahan ei voida niinku ryhtyä heille keräämään. et siihen tulee ihan jo suomen laki vastaan, et vaikka me pistettäis joku keräys pystyyn ni se ei onnistuis. et sitte pitäis olla joku liiketoimintaidea ja se on vähän silleen sivuseikka että ostaksä sillä rahalla bussikortin vai ostaksäsillä kengät tai jotain. sit puhutaan eri asiasta. siinä pyrittiin tavallaan hyvin ruohonjuuritasolta lähestymään tätä ongelmaa itseänsä joka nyt oli sit se että ei oo tekemistä eikä oo niinku liikkumismahdollisuuksia. mut sillä lailla et kylhän se oli vähä sellanen niinku no, jossain vaiheessa oli puhettaki että tää valkonen vana(?) mwana?) tulee täältä ja kertoo et sun pitää polkee polkupyörällä, vaik se oli vähän silleen et ei hän sitä polkupyörää haluais. se oli jotenki et sä et haluu polkupyörää kyl sä sit huomaat ku sä oot sen selässä ni sä näät miten nerokas juttu se on. ja kyl mä vieläki uskon siihen. mä, kyllä sitä jännitti että ehkä niinku, tai se ajatus siitä et se lähtis polkemaan auramosta kohti tumematonta niin kylhän se nyt jännittää eiku se on ihan, eihän me tunneta liikennettä ja sitä, niin eiku meette vaan!

Ai nii hän sano?

Joo, joo.

Vielä näistä termeistä että I had to ask my team members to clarify...

joo älä vaan kysy mitä termejä, lähinnä kysymys oli siitä että just niinku mä sanoin siinä että ku puhutaanks me liikkumisesta, puhutaanks me pyöristä. tän kaltasia silleen niinku et piti niinku omaa ajatteluaan avata, silleen turhauttavissa määrin, ettei ollu silleen niinku aika usein, no, ehkä se nyt johtuu siitä että ihminen tuppaa ajautumaan siihen omaan infococcuuniinsa jossa ihmisillä on samat lähtökohdat ja samat alkuolettamukset tietyllä lailla. niin sitte ku selittää asiaa joka on itelle ihan kristallinkirkas niin se toinen on silleen että no miten sä voit sanoo noin ja mitä sä tolla tarkoitat. ja mä oon niinku miten niin mitä mä sillä tarkotan... sillä tavalla.

oliko tää työsketely-ympäristö ja nää matskut jotenki auttoko ne sitä teän keskustelua ja yhteisymmärryksen luomista?

tarkotatsä näitä siis näitä fablabin kamaa vai näitä lisämatskuja?

mitä sä tarkotat sanalla lisämatsku?

nää kaikki lego ukkelit ja muut

tarkotan ehkä lisämatskuja tai a) lisämatskut b) muut

tota... mä tykkään siitä että on jotain konkreettista, niinku mä sanoin et idea joka voi olla hyvä mutta ei oo ihan varma ni rupee näyttää koko lailla paremmalta kun sitä näkee jotain konkreettista. et sillä tavalla mun mielestä on hyvä että esim pitäs selventää miten ihmisjoukot kulkee paikasta a paikkaan b niin se että ne on jossain niin.. useinhan piirretään semmosia epämääräisiä piirrustuksia mutta no, niiden infoarvo voi olla vähän kyseenalainen.

mutte te ette nyt tehny epämääräisiä piirrustuksia vaan...?

me tehtiin epämääräisiä piirrustuksia kyllä mutta tota, mutta ois varmasti voinu käyttää enemmän niitä materiaalejakin. oli sellainen vaihe jossakin pisteessä x, muistaakseni kaikki meidän tiimin jäsenet eivät olleet paikalla joten se oli taas sellasta vauhdikasta etenemisen aikaa. jossa kertakaikkiaan niinkun mietittiin silleen että millä kaikella voidaan, niinku 3dprinterit ja kaikki et miten niitä voidaan käyttää, mut sit se rupes menee siihen et siitä tuli niinku itseisarvo oikeestaan, mä tajusin jossain vaiheessa että ei me olla niinku tekemässä ja mä vaan olin miettimässä sitä että millä tavalla me voidaan käyttää näit kaikkii, sil ei ollu mitään tekemistä sen itse projektin kanssa.

sää tajusit sen vai

joo joo

tajusko muut ryhmässä vai sanoitsä sitte niille

no mä olin varmaan se joka siinä eniten mietti sitä että mite me voitais näit kaikkee käyttää sit mä tajusin et eihän näit tarttekkään kaikkee käyttää; siel oli myös ihmisiä jotka alun perin sanoki että ei piä käyttää jos niitä ei tarvi, ja seki et niinku... ja et siihen menee hirveesti aikaa niinku jotku ryhmät jotka teki silleen näyttävämpiä näitä, ne käytti valtavasti aikaa siihen prototyypaukseen., mut en mä tiedä olikse niin tarpeellinen sit loppujen lopuksi sen ymmärtämisen kannalta että siinä ois ???prototyyppi joka on vieny kauheesti aikaa.

millä ryhmillä oli sellasia?

lähinnä mä tarkotan tätä ravintolakonsepti jolla oli valot ja muut. olihan se hienon näkönen ja kaikkea mut varmaan sen ois voinu tehdä – en mä haluu kritisoida toista ryhmää, mä vaan aattelin silleen et mä näen et tää ois ollu se meidän ryhmän tulevaisuus et me oltais keskitytty väkertämään jotain eikä miettimään, mikä se on se itse juttu.

eli aatteleks sä että se, että te ette lähteny väkertämään oli teän lopputuloksen kannalta hyvä?

kyllä se varmasti auttoi sitä lopputulosta että ei lähetty.. varmaan se ois ollu hienompi ainaki silleen visuaalisesti jos olis lähetty väkertämään, mutta siinä ajassa se, et siitä ois ruvennu tekemään jotenki vielä pitkälle viedympää.. ni mä en usko et se ois tuonu sellasta lisäarvoa että se ois ollu kannattavaa. siis on epäilemättä jotain konsepteja joissa sellanen niinku pieni elektroniikka tai muu selventää ihmeellisesti sitä mitä meinataan.

oliks teän konsepti sitte sellanen?

no en mä tiedä meän konseptissa ois ollu mitään iloa siitä et meil ois ollu siinä jossain vilkkuva valo. vaik mua vähän harmittiki että ei ollu, ois ollu hauska tehdä jotain semmosta. mut ei se ois millään tavalla selventäny kellekkään sitä itse ideaa.

mikä siinä teän ideassa... tai minkälaista ideaa tällamönen väkertäminen ois sitte auttanu?

jos oltais oikeesti suunniteltu jotain tuotetta, niin mun mielestä siinä ehoittomasti, silleen niinku et jos mä aattelen että valo menee päälle kun sä painat tästä ja sit se tuote on semmonen et siinä pitää jollaki toiminnalla tapahtuu jotain, niin tottakai siinä aika pienellä väkertämisellä saadaan aikaseks todella paljo selkeempi konsept., kato ku mä tein noin niin fiut, tuolla tapahtu tommosta. mut silleen et jos siinä ei oo mitään fyysistä mikä tapahtuu ja jonku pitäs ymmärtää et tää valo ei tarkota sitä et siellä oikeesti syttyy valo, niin mä en oo ihan 100varma että sellanen, jos puhutaan ihan puhtaasti palveluista ja immateriaalisista asioista, nii onkse jollain tavalla parempi ratkasu kuin joku perinteinen video, teksti, mitä nyt normaalisti on tällamöstä presentaatiokamaa. mut kyl mä sanoisin että tällanen prototyypaaminen, miten voi prototyypoida semmosta mikä ei oo fyysistä...

miten te onnistuitte siinä? Miten te prototyypasitte sitä teän juttua?

meillä oli vaan niitä laser-leikattuja hahmoja joita sitte liikuteltiin. varmaan jos ois ollu aikaa niin... ymmärrettävämpi ois ollu jonkilainen animoitu kaavio tai video tms mä luulen. nyt puhun puhtaasti sen kannalta, mikä ois helpoin ymmärtää. mut silleen ainaki että semmosenki tekemiseen menee aikaa ellei oo tosi ässä ja tekee semmosen tosi nopeesti, joku varmaan on.

MATERIAALIRASTI

legoukkoja ei käytetty - ei vähiten sen takia että muut ryhmät oli vieny ne kaikki.

oisitteko halunnu käyttää niitä?

no ei me nyt yleensä ruvettu siinä miettiin mutta ois se ollu yks optio. mut siis tota... mihinhan sitä käyttäis kankaita. näistä balsalevyistä mä väsäsin jotain ihan vain väkerrelläkseni että ois saanu jotain siihen pöydälle. mä luulen että D2 silppus ne sitte. se oikeesti sil kaverilla on joku tarkkaavaisuushäiriö. et kerro sille. se kyllä huomaa

että mua ärsyytti. Hiekkapaperi, sillä ois voinu silottaa ryhmämme ryppyjä. No hei, post-it, mä oon ihan varma että postiteissa on joku kansainvälinen salaliitto joka on tehny postitit välttämättömiksi kaikessa design työskentelyssä. kyllä postitteja tietenki läpsittiin. onhan ne ihan... mä en oo mikään postittien rakastaja, mun mielestä semmonen iso paperi jotenki... no joo. jätti-postitit, niitä näin vasta nyt ekaa kertaa. Ai nää muovailuvahat! ei me taidettu käyttää, ne vaatii vähän muotoilutaitoja.

ai ois vaatinu vai?

niin varmaan. muovailuvahasta on vaikee saada aikaan mikään muun ku sen muovailuvahan näköstä. tussit on aina kivoja.

se on valkosta sinitarraa

jaa jaa, no ei käytetty sitäkään. mä kuumaliimasin kasaan niitä meidän juttuja. sinitarraa ei käytetty. concept canvas cards... haa tää oli se jossain vaiheessa, näähän on ihan kivat nää CCC:sit.

siinäpä ne.

Joo. mä luulen et ois voinu enemmänki käyttää näit matsuja, mut sillä tavalla että mä luulen että siinäki ois pitäny olla jonkinlainen konsensus koko ryhmässä että millä tavalla niitä käytetään, mitä niinku joku, jos mä otan punasta paperia, et mitä se meinaa. mut se oli vähän semmosta ku tulee uus idea ni kurotetaan lähimpään et jossain vaiheessa mun piti nähdä jonku verran vaivaa et mä riistin B2in käsistä semmosen ison balsapuulevyn johon se meinas kirjoittaa, että älä nyt ihminen kirjoita siihen balsapuulle vaan kirjota paperille. no miksi en kirjota, no koska se on ainoos levy tätä paksuutta. siis tähän tapaan silleen että, ois pitäny oikeesti olla koko ajan johdonmukainen sen kanssa, että mitä käytetään ja millä tavalla. et se pysyy tavallaan kasassa eikä silleen että nyt osa tästä hommasta on tyypattu nästisti näille väripapereille, ja tässä on joku tällanen värikoodisto tyyliin, ja sen jälkeen se leviää käsistä ihan täysin ku joku muu lisää sinne. jälleen jos ois ollu enempi aikaa niin sit sen ois voinu tietysti tehdä sillä tavalla et sit ku se on tyypattu se homma, tai siis ku ois saatu koko lailla valmiiksi se konsepti, niin sit ois niinku tehny siitä sellasen selkeän konseptikaavion jollain papereilla ja herra ties muovailuvahalla ja millä. mut siihenhän emme koskaan päässeet vaan me syöksyimme sinne laser-leikkurille.

entäs tää?

mikä se on? Styroksia.

Nii.

emmä tämmöstä ees nähny.

okei.

lempperi?

kyl mä tykkään puusta. sen takia mä olin niin mielissään siitä, tosta tota, siitä laser-leikkurista ku siitä tulee.

sitä te kuitenkin käytitte jonku verran?

Se on helppo. se on ihan si... jos vaan pystyy tekemään sellasen vektorii-failin, ja niitähän tulis suoraan netistä, niin niitähän saa nopeesti kivan näköstä jälkeä.

äk.

INTERVIEW 14: F2

olit tyytyväinen omaan rooliis,

joo

sua kuunneltiin, otettiin vakavasti jne. ketä sun ryhmässä olikaan.

2 opiskelijaa eli C2 ja mikähän sen toisen jäsen nimi oli, insinööri. sitte Chilelainen jätkä B2. sitte niistä VOKin porukasta oli yks niistä, A2. vaikka se oli ite sitä mieltä että se oli -- mutta sovittiin että käytetään sitä.

mennään työkaluihin...

no joo vois tiivistää, mun mielestä jäi keinotekoseksi se yhteys että minkä takia tämmöstä näinki abstraktia konspetiduunia mikä ei liity mihinkään fyysiseen esineeseen, työstettiin tämmöillä keinoilla. esim niinku 3d printtaus tai laser leikkaus, ei tuntunut välttämättä, ihan samalla lailla ois voinu tehdä powerpointtia. ja mitään niitä elektronisia juttuja me ei käytetty mihinkään koko tässä työssä. ne oli vähän ohi, en tiä oisko sitä voinu koittaa puskea siihen suuntaan mut tuntu että se ei ollu luontevaa tiimin työn etenemiselle.

mistä se johtu ettei se ollu luontevaa

no me ehkä koko ajan keksiny että minkätakia joku palvelumuotoilukonspeti pitäis esittää laser-leikkaamalla sen sijaan että esim. tekisi jonku julisteen.

teän konspeti oli siis vok bikes, pähkinänkuoressa?

joo ideana että vokin työntekijät vois/anteeks siis asiakkaat vois kierrättää vanhoja pyöriä ja sillä tavalla saada itelleen kulkuneuvoja, päästä liikkumaan. koska se oli se yks niistä ongelmista mitä siinä alkuvaiheessa huomattiin että ne monet oli sitä mieltä että niillä oli sen budjetin niukkuudesta johtuen hankaluuksia päästä pois sieltä sen keskuksen välittömästä läheisyydestä. eli siihen se liitty. niin eli ytimessään se oli toi eli järjestää jonkulainen kampanja ja ohjelma millä ku on näitä vanhoja pyöriä vois lahjottaa taikka niitä voitais hankkia jostain kierrätyskeskuksesta ja poliisilta ja tämmöisistä lähteistä ja sitten ne saatais hyötykäyttöön. sitte toisaalta ne, niille vokin typeille saatais sitte järkevää tekemistä.

se tuntu keinotekoselta se yhteys, sanoit abstraktin konseptiduuniin, se oli niinkö palvelukonspeti tai tuomonen kampanja mitä te suunnittelitte

kyllä, että se ei niinku missään mielessä oikeastaan ollu tarkoitus muuttua joksiki fyysiseksi tai että me ei oltu suunnittelemassa jotaki puettavaan teknologiaan liittyvää juttua tai jotain semmosta missä ois ehkä ollu luontevampaa tehdä jotain protoja mitkä koostuu tämmöisistä esineistä.

joo okei.

et sitte niinku ku on niinku lyhyt aika ja pitää nopeesti esittää joku ajatus, niin sit se että rupee esim 3d printtaamaan jonku kappaleen niin tuntuu että se ei tuo hirveesti uutta siihen esitystapaan.

ymmärrän hyvin. no sitte tässä on tästä tiimin välisestä ymmärryksestä. eos että ymmärrätkö vai etkö.

joo siinä oli ehkä vähän semmosia kommunikaatio-ongelmia, tai en nyt tiä sanoa ongelmia mut ei nyt ihan niin täysin heittämällä menny kaikki jutut aina läpi aina. no must tuntuu et se A2 ei ollu ehkä ihan täysin aina niitä omia juttuja saanu kerrottua sillä tavalla että kaikki ois tajunnut että mistä on kyse, mikä oli sinänsä jo aika elimellinen ongelma, koska se oli se idea että siinä nimenomaan pitäis kuunnella näitten asianomaisten mielipiteitä tästä hommasta. ja sitte myöskin panin merkille näin niinkö vanhemman valtiomiehen roolissa että niillä joillain opiskelijoilla, myös muissaki tiimeissä, oli ehkä yllättävän rujo ote tähän semmosten hankalassa tilanteessa olevien ihmisten haastattelemiseen. sinänsä tässä ei oo kyse niinkö mistään luonnontieteellisestä mitaustapahtumasta vaan enemmänki tämmöisestä ihmisten välisestä keskustelusta. ja sitten ne, tiästä jos joku on tullu jostain sotatila-alueelta ja menettäny perheensä ja muuta tämmöstä niin et sä voi siltä mennä kysymään että "kerro tarkemmin!" niinkö silleen vaatia yksityiskohtia jostaki täysin tuntemattomalle ihmiselle kertomaan jostain tuomosisista elämää muuttavista traagisista jutuista.

semmonen tilanne siis oli?

no huomasin montaki semmosta tilannetta missä niinkun, tai jotenki semmonen hienotunteisuuden puute ehkä oli semmonen juttu mihin kiinnitin huomiota. mä mietin että oisko pitäny jossaki vaiheessa sitä workshoppia ottaa tämä esille mutta en kehannu sitte, en kuitenkaan ollu mikään varsinaisesti järjestäjä tässä. mutta sitte niinku

sillä tavalla, no, tietysti mä oon huomannu tuon saman ilmiön joskus aiemminkin esim. joittenki dokumentintekijöiden kohalla tai eri kontekstissa mutta sitte on hyvin hankalaa tottakai tommonen, jos sä haluut tehokkaasti saada jotain informaatiota mutta sitte toisaalta oot tuomosessa, tai siis tuo on hyvin eri tilanne ku jos oisit jossain pankissa kyselemässä joiltaki ihmisiltä niiden liiketoiminnasta ku et sä kysyt joiltaki ihmisiltä tuomosista niinkö henkilökohtasista murhenäytelmistä. en tiä, oisko sitä voinu jotenki pehmentää sillä tavalla että siinä alussa sit ois jotenki briiffattu siitä tilanteesta, toisaalta vois olettaa että nyt aikuiset ihmiset tajuaa tämmösen asian ihan muutenki. mut siellä näytti olevan semmosta katugallup-meininkiä monessa ryhmässä.

siis siellä vokissa vai?

no myös sillä ja sitte sielä paikan päällä. tai siis varsinki siellä vokissa, mä kiinnitin huomiota siihen haastattelutilanteeseen että me mentiin sinne eikä kukaan ollu kertonu niille turvapaikanhakijoille että ketä me ollaan, sinne yhtäkkiä pamahtaa jotain tyyppejä joidenki kansioiden kanssa, alkaa kyselemään jotaki tuomiosia niinku yksityiskohtasia kysymyksiä niinku mistä tulit, minkä takia oot täällä, luultavasti monet assosioi sen johonki semmoseen haastatteluun tai tiäkkö tuomoseen turvapaikkahakemuskeskusteluun, jos sitä ei mitenkään kerrota, mistä on kyse. et siinä mielessä siinä oli ehkä niinku.. tottakai siis ensisijaisesti näin ihmistasolla mutta myös jos miettiä tämmöstä palvelumuotoilunäkökulmaa, että sun pitäis saada jotain oleellista tietoa esille joiltaki ihmisiltä, niin se ei välttämättä paranna sitä tilannetta jos siihen tulee tommonen jännite. sinänsä opiskelijoille varsinki hyvin haastava konsepti.

on joo, vähän ehkä liianki...

mietin vaan siltä kantilta että nyt töissä aika paljo tullu tehtyä näitä joittenki asiakkaitten kanssa mitkä on siis jotaki tämmösiä business caseja ja silti siinä on oma haasteensa että saa kaivettua sitä tietoa, mikä on aika monesti aika semmonen niinku small talk kysymys, tai semmonen henkilötason keskustelutaitokysymys. sitte tuo on niinkö erittäin haastava tuomonen tilanne missä on ihmisiä jotka ei ensinnäkään tiedä et ootsä joku viranomainen ja toisekseen aihepiiri on tuomonen mistä ne ei halua välttämättä puhua ees omalle mutsilleen. et ne niinku siinä mielessä, hyvin hankalaa materiaalia.

kyllä. no mites sitte teän ryhmän sisällä nää erimielisyydet?

no siinä oli vähän ehkä semmosia niinku vähän eri suuntaan meneviä ajatuksia jossaki vaiheessa ja sitte se semmonen no, mikä nyt aina kuuluu tämmöseen suunnittelutyöhön että on kaikkia ajatuksia mutta, jotenki tuntu että niillä opiskelijoilla on vielä vähän oppimista siinä että miten tämmöset asiat sitte ratkaistaan, että joskus joutuu myöntymään omista mielipiteistään jos ollaan eri mieltä.

joo. tuntuko se sitte, tarkotatko että siinä kesti kauan ett ne sitte.

no joo tai sitte semmosia kohtia joisaa jäädään jankuttamaan samaa asiaa tunniksi vaikka siitä ois voinu päästä 5 minuutissa yli

esimerkkiä?

en muista nyt ihan tarkkaan mikä ois ollu semmonen, mut siis minun mielestä semmosia täysin epäoleellisia kysymyksiä ett tuota miten esitetään jkoku asia vaikka siinä presiksessä tai siinä videossa ja sitte niitä, ottaen huomioon että aikaa oli hyvin rajotetusti niin me jäätiin sitte liikaa hiomaan, sillä lopputuloksella meni tosi tiukille että saatiin yli päättäänsä jotain liveksi. se liittyy semmoseen, ainaki ite yrittäny opetella tässä ammatissa että pitää tajuta kuinka paljo aikaa oikeasti on joku tekemiseen ja sen mukaan valita se tarkkuustaso, ei voi oikein sanoa. sitte jos on 5 min niin joku todella huonoki ratkasu on parempi ku ei ollenkaan ratkasua.

no sä ainaki ymmärsit kaiken mitä kaikki termit, mitä sun ryhmäläiset käytti

joo en semmosta ongelmaa kokenu kyllä ollenkaan.

mut sulta ehkä kysyttiin jotain?

no joo ehkä jossaki vaiheessa mä sorruin käyttämään tämmöstä palvelumuotoilujargonia jotai....

esim?

no lähinnä niinku et välillä oletin että kaikkihan tietää mitä tarkoittaa vaikka joku konseptijuliste tai joku user journey juttu tai service blueprint tai joku tämän tyyppinen asia mitä me käytetään täällä fjordilla paljon mutta ehkä kuitenkin, en minäkään tienny tämmösiä käsitteitä ennen ku oli täällä töissä että ei mikään ihme.

ketkä ei ymmärtäny?

no varmaan kukaan välillä siinä ehkä tuli semmosta vähän tyhjäkäyntiä senki takia. jos mietin miten ite voisoin toimia paremmin tuomosessa ryhmässä.

no te niistä erimielisyyksistä päästite yli?

joo kyllä siinä loppujen lopuksi saatiin tehtyä samaa konseptia ja se meni siinä mielessä kuitenkin ihan hyvin. ei se mitään kyllä pitääki olla tuomosessa projektissa aina joku kohta missä kaikki on eri mieltä ainaki joku eri mieltä siitä se syntyyki hyvä juttu. mutta pahimmillaan ei saada ikinä lopputulosta aikaseksi. mutta kyllähän nyt yleensä tuolla taidekoulussa mikään projekti jossa joku ei itke ei oo onnistunu

ja lopulta myös sinä approovasit lopulta tän konseptin.

joo se oli mitä siinä saatiin aikaseksi.

se oli sun mielestä validi tai oot niinku tyytyväinen.

joo tai ainaki siihen että saatiin joku konsepti aikaseksi ja se kommunikointiin. ei jääny kesken niin että ois haluttu sanoa jotaki mutta ei onnistuttu siinä.

mutta siihen että each team member approovasi, siitä...

no en oo ihan varma, just esimerkiksi se A2 jäi siitä hommasta ulos emmätii olikse oikeesti sitä mieltä että se oli hyvä juttu vai ei. mikä on, jos näin kävis jossain asiakastyössä että se asiakkaan edustaja ei approoava sitä vaan kaikki suunnittelijat on sitä mieltä että tää on hyvä niin sehän ois täysin fiasko, siinä mielessä se oli vähän epäselvää.

mikä se, mites te ton A2in kans, mikä siinä tökki?

se ei ehkä olu niin innostunu siitä koko hommasta, sano esimerkiksi että hän ei kuitenkaan ajais pyörällä vaikka silläoisko pyörä. sitte niinku se oletus siitä että ois hyvä että jengillä ois pyörä niin sitte se ei hänen kohallaan ollu välttämättä validia. sitte toisaalta se kyllä oli sitä mieltä että jollekki muulle se voi olla. sitte meki lähettiin siitä että sen ei tarvi olla niinku täysin häntä yksinomaan ajatellen suunniteltu juttu.

eli hänki sano sen että kyl se muille varmaan on...?

niin tai että vois olla hyvä toimia mutta sitä ei vaan nyt henkilökohtasesti kiinnostanu se juttu.

mut se oli muuten siitä workshopista kiinnostunu?

no joo... kyllä varmaanki. ei ehkä ollu taustaltaan niin älyttömän kokenu tämmösessä workshop-työskentelyssä tai muutenkaan. se oli aika nuori kaveri. tommonen yliopistoryhmä miettimässä jotaki abstraktia ongelmaa ei välttämättä ollu helpoin juttu, tai semmonen tuttu juttu.

miten te saitte sitä osallistettua tai autettua sitä ymmärtään?

no kyllä siinä sitte matkan varrelta sitä pyrittiin pitämään kyllä mukana siinä hommassa, mutta sitte jossaki vaiheessa mä huomasin että oli semmosia tilanteita että opiskelijat tekee jotaki, tai siis kaikki muut paitsi minä ja A2 tekee jotain konkreettista tuottavaa hommaa, siis tekee jotaki, kirjottaa tai piirtää jotain, sitte se jäbä sillain katteele sieltä ulkopuolelta mikä ei tietenkään ole ideaalista. siinä mielessä ehkä niissä muissa ryhmissä oli paremminki onnistunu se osallistuvuus heidän puoleltaan.

oliko mitään mahdollisuutta A2illa päästä ite tuottamaan?

no ehkä ideatasolla sitte myös, sitten ku niitä piirrettiin niitä jotain semmosia ratkasuehdotuksia, sillä ei ehkä oikein lähteny semmosta konkreettista UI:ta johonki... niin en mä semmoseen niinko. miten nyt sanois, semmoseen abstraktimman tason ongelmankuvaukseen mikä ei ollut sinänsä varsinaista ratkasua osaa vaan enemmänki sitä sen ongelman selvittämistä.

niin siihen hän pysty kontribuoimaan?

no joo kyllä sieltä nyt saatiin paljon näkemyksiä ja mielipiteitä. ehkä vähän sellanen introvertti kaveri, sitä ois pitäny eri tavalla ehkä lähestyä. siinä oli varsinkin se tämä yks hahmo jonka nimeä en muista (D2) oli ehkä turhan eksplisiittisesti kysymässä näitä kokemuksia ym mistä seuras semmonen lukkotilanne että sitte se ei välttämättä ollut silleen täysin vapautuneena fiilistelemässä jotain.

tuntuko että se lukko meni siinä ma tai ti päälle?

varmaan joo, tai en mä tiedä koska en tunne näitä ihmisiä muutenkaan niin hankala sanoa mistä mikäki johtuu mutta mun tulkinta on se että siinä ehkä jotenki semmosella erityyppisellä lämmittelyllä päästy erityyppiseen tuottavuus-flowhun. ehkä siis liittyy osittain tuohon mistä aiemmin puhuttiin tuosta hienovaraisuudesta.

aivan. tai sen puutteesta.

niin että just jos tulee semmonen olo että on semmosena laboratoriokanina siellä niin se ei välttämättä ole semmonen hyvä, tai ei ole omiaan ruokkimaan semmosta ilmapiiriä missä tuottaa. ideoita ym.

niimpä. no sit näistä vielä tools & materials. niissä ei tuntunu olevan hirveästi järkeä, puhuitki siitä jo että se ei ollut luontevaa se on se keinotekoinen yhteys.

joo siis tämmösessä työssä tai siis tämmösessä toimeksiannossa.

miinkälainen toimeksianto ois ollut luontevampi?

Ai nuille työkaluille tai työtavoille? No niinkö sanoin niin just joku semmonen mikä tähtää jonku fyysisen tuotteen suunniteluun tai.. no okei se jos oltais tekemässä jotain teollista muotoilua ja sen tyyppistä hommaa et oikeesti tehään jotain esinettä, siinä nyt tietenki ois ilmiselvää. mutta sitte myös jos ois semmonen joku digitaalinen palvelu jossa on enemmän jotaki tämmösiä ei-tavanomaisia laitevalintoja ym, vaikka jos ollaan tekemässä jotaki web-sivua, siinä ei hirveesti oo hyötyä että siihen 3d-printataan joku kuva siitä web-sivusta, mutta sitte jos ois joku semmonen mitä ei pysty helposti hahmottamaan, esim. joku sensoreilla varustettu vaate tai joku vastaava juttu niin sitte voisinkin kuvitella että se toimis hyvin. tottakai mä ymmärrän sen että se voi olla joskus hyödyllistä vaikka ois jotaki täysin tommosesta ei-konkreettisesta, abstraktista palvelumuotoilusta kyse niin voi olla hyödyllistä että sen joutuu niinku väkisin pakottamaan semmosiin että jotku esineet symboloi jotain osasta ja niiden välisiä suhteita joutuu sitten näkemään ja tuntemaan konkreettisesti. miksi ei mutta sitten taas toisaalta siinä tapauksessa ihan yhtä hyvin vois joillain lego ukoilla ehkä saaha sen homman tehtyä kuin tuo että ruvetaan tuottamaan, tuo on kuitenkin aika työlästä esim. 3d printata yhtään mitään, sillä tasolla että siitä tulis jotenki kuvaavampi kuin jostaki playmobile ukosta minkä oot löytäny jostain kirpputorilta tai... et sillä lailla jos niinko miettii siitä että halutaan fyysisesti esittää jotaki ei-fyysisiä juttuja niin sitte ehkä vois olla tehokkaampi tapa että ois joku iso laatikko kaikkea sekalaista roinaa ja niitä käytettäis sitte esittämään jotaki juttuja.

mitä siinä roinalaatikossa ois?

no mulle tulee mieleen joku semmonen, mulla on jotain semmosia ystäviä jotka tekee nukekanimaatioita, niillä on semmosia mahtavia roinalaatioita, se on käyty kirpputorit läpi ja hankittu kaikkia semmosia mielenkiintoisen näköisiä esineitä mitkä ei sinänsä vielä ei tiedetä mihin ne vois liittyä, niin sen tyyppinen roinalaatio ois hyvä. semmonen läjä 10 ullaakosta löytäneitä satunnaisia esineitä mitkä on heitetty yhteen paikkaan..

minkä kokosia?

varmaan esimerkiksi tässä yhteydessä nyt pieniä mutta sanotaan nyt tuomisia kahvikupista alaspäin. leluja, jotain muita pieniä kummallisia koriste-esineitä ym sen tyyppisiä juttuja. sitä koska monestihan nyt lähin missä tahansa palvelussa on ensinnäki jotain käyttäjiä, muita sidosryhmiä, ihmisiä, niitten esittäminen jollaki He-Man ukolla vois olla ihan yhtä tehokasta kuin että sã printtaat jonku ite tekemäsi He-Man ukon. Koska kuitenkin, varsinkin jos on jostain tämmöisestä tosi nopeasta hommasta kyse niin siinä ei saada tehtyä semmosia esineitä mitkä jotenki sen paremmin esittäis sitä.

niimpä joo ymmärrän. kun puhuit niistä kahvikupista ja pienemmästä niin puhuitko niistä sun kavereiden roinalaatioista vai sellasesta

ei vaan mietin nyt mikä sopis tähän.

joo eli se kavereiden roinalaatikossa on sitte kaikenlaista isompaa myös vai?

no joo varmaan koska ne yleensä tarvii myös kaikkia matsuja siis jotaki tekstuureja tai sen tyyppisiä, kankaita ja kaikenlaista. miksei joku kangaski vois olla hyvä tässä. mutta siis tavallaan se että siitä tavallaan kysehän tässä on henkisenä harjoituksena siitä että yritetään jollekki mitä ei vielä ole, antaa joku muoto mahdollisimman nopeesti. sit se että minkälainen se muoto nyt loppujen lopuksi on, on vielä tosi kaukana siitä minkälainen se sitten esim. käyttöliittymätasolla ois joskus myöhemmin.

onnistuitteko te antaa sille teidän vielä olemassa olemattomalle konseptille jotain muotoa?

no ei minun mielestä sen paremmin kuin mitä sitte semmonen 2d-esitys siitä loppujenlopuksi syntyi, kuva.

oisko teillä ollut mahdollisuus ton viikon aikana, tai mikä esti teitä saamasta sellaista aikaan?

no, emmättiä siis oliko siinä oikeestaan niinku mitään syytä miksi sen ois pitäny olla 3d sen esityksen siitä että se hyvä infografiikkakuva on parempi ku huono 3d malli. ehkä lähinnä se että se on kuitenkin niin hidasta tehdä niitä fyysisiä esineitä verrattuna siihen että piirrä kynällä paperille.

ja tarkoitat nimenomaan hidasta tehdä 3dprinterillä ja laserleikkurilla?

no joo esimerkiksi, kyllä tai siis mikä tahansa keino tuottaa semmosta, vaikka leikkaisit pahvista saksilla, silti se on hitaampaa ku piirtäminen. tai emmättiä ehkä se liittyy myös siihen minkälainen tapa hahmottaa asioita mutta ite ainaki pystyn piirtämällä paljo nopeemmin saavuttamaan semmosen pisteen että pystyn selittämään sen jollekki ku muotoilemalla.

joo. pääsittekö te selittää A2ille jotenki just piirrosten tai jonku tämmösen inkarnaation avulla?

no joo-o, kyllä, en mä tiä.

muistakko tilannetta?

...tuliko/oliko se jotenki erityisesti hänelle sen selkeämpää kuin ne puheetkaan, hankala sanoa. en muista nyt mitään konkreettista juttua että nimenomaan ois tullu semmonen hetki että Kyllä, tähänhan meni selväksi yks muuten semtämmönenmonen fyysisiin esineisiin liittyvä prototyypausmenetelmä tuli siellä esille ne jotku toisessa ryhmässä oli tehneet semmosen puisen jonku ipadin ja siihen laittaneet semmosia jotaki käyttöliittymäelementtejä semmosina pieninä puokappaleina, niin sit mietin sitä itseasiassa paljon hedelmällisempää kuin yrittää tehdä mitään 3d kappaletta sinänsä vaan tuomonen... koska se, yleensä jos tehdään vähän tämmösiä perinteisempiä palveluita niin ne loppujen lopuksi manifestoituu joko web-sivuihin tai äppiksinä tai muita tämmösinä 2d käyttöliittymäjuttuina missä sitte niitä samoja standardikomponentteja oikeastaan aina käytetään. niin semmosen nopeana luonnostelutyökaluna vois olla jopa paperia nopeampi tuomonen niinku et sul ois läjä kaiken maailman nappuloita ja slidereita ja muita juttuja ja sitten niitä vois heitellä siihen ipadin frameen ja ottaa siitä valokuvan ja sitte tehdä seuraava screeni ja ottaa valokuva. et en tiedä, se oli ehkä mun mielestä sellanen hyvä ajatus mikä mulle tuli siellä mikä ei sinänsä liittyny mihinkään näistä konsepteista.

aivan joo. tuo oli kiitos kun muistutit tuosta.

mä oon nähny semmosia, esim. on olemassa semmosia niinko UI designereitten työkalupakkeja että on joku semmonen vähän niinko viivottimen tapanen missä on semmosia valmiita muotoja

joo, semmonen stencil

nii kyllä, semmonen muovistencili. vähän niinkö samalla tyylillä. mutta sitte jos ne on semmosia palikoita niin niitten asettelu on vielä nopeempaa. ja siitä tulis ehkä myös mahdollisesti tyylikkään näköisiä niistä kuvista.

mites tuo teän konsepti muotoutu? olikse selkeä lineaarinen prosessi vai muutitteko te sitä? teillä oli ainaki ti-iltapäivänä oli se VOK bikes nimi.

joo kyllä se oli. muistaakseni se meni niin että siinä alussa oli tavallaan niitä kilpailevia konsepteja mitkä oli täysin erilaisia tai ainaki paljo erilaisia, ja niistä valittiin toi.

miten te valittitte?

no empä muista oisko se menny jollaki huutoäänestyksellä. se oli ehkä kaikista selkein jossa oli joku selkeä idea, tai että se kuulosti joltaki konseptilta enemmän ko ne muut oli semmosia jos muistan oikein niin vähän semmosia vähemmän konkreettisia että siinä ei ollut semmosta selkeää että joo näin tässä tämä ratkasee tämän ongelman tällä ja tällä tavalla. siitä se valittiin ja sitten muistaakseni siinä sitte siihen tuli kyllä kaikkia uusia ideoita siinä matkan varrella että ei se mitenkään ollut alusta lähtien siinä valmiina. esim. se lopuks oli se elementti että siihen kuuluu semmonen maata kiertävä kontti joka niitä tapahtumia järjestää eri paikoissa ja niitä uusia VOKkeja otetaan tavallaan mukaan siihen, siitä ei aluksi mistään tuomosesta ollut puhetta. mutta sitte se ehkä muotoutu pikkuhiljaa tosiaan semmosen kampanjan suuntaan eikä niinkään miksiään palveluksi tai semmoseksi web-palveluksi. että se ei oo ees semmonen lahjoitapyöräsitätällä fi vaan enemmänki semmonen tapahtuma. et sinänsä sehän oikeastaan oli aika merkittäväki kehitys siitä alkuperäisestä ideasta.

joo. tuntuko se, kannatitko sinä tätä kehitystä?

joo kyllä, se ei ollut todellakaan mun idea mutta kuulosti tosi hyvältä, oli hyvää evoluutiota sillä tavalla. tai että teema ja ongelman asettelu pysy samana mutta ratkasu oliko oikeastaan aika erilaisten.

sä olit vissiin siis torstaina pois?

joo niin olin, kyllä. muissa hommissa. siinä vaiheessa...

oliko se muuttunu sitte ke-pe isosti?

no joo kyllä siinä oli tullu kaikenlaista ja just se, se konttijatutus oli tullu sillä aikaa siihen kokonaan. tai muistaakseni se oli silloin ke aluillaan se ajatus että sen pitäis liikkua tämän sirkuksen ympärillä mut sitte se että oli se fyysinen kontti ja vehkeet siellä mukana, se ajatus tuli varmaanki siinä torstain aikana. ... nyt muistanki miten se meni, se oli hauska tilanne siinä lopussa ku se, piti se video olla valmiina ja väsättiin sen B2in kanssa sitä videota niin sitte samaan aikaan taas D2 teki sitä presistä ja C2 teki sitä julistetta ja en tä tekikö A2 sitte taas hirveesti mitään siinä vaiheessa. joka tapauksessa siinä oli monta linjaa jotka tuotti kamaa yhtä aikaa eikä niitä keretty missään vaiheessa oikein synkata, se oli ihan mysteeri se lopputuloksen kokonaisuus että sopiiko ne yhteen vai ei, mutta ihan hyvin ne tuntu sitte sopivan

ok, puhuit semmosesta taikalaatikosta, tässä ois tämmöstä kamaa. pengo, mielipiteet, ajatukset, käyttekö ja miksi/ei. ja onko favourite.

- okei no perinteiset, postit ja kynät. näitä käytettiin, mikäs siinä, hyödyllisiä alkuvaiheen ideoitten kirjaamisessa, miksei myöhemminkin. niitä käytettiin.
- lego ukko läjä. oikeastaan tämmönen pitäis olla mutta ei käytetty mihinkään. just mistä äsken puhuttiin että esimerkiksi noitten käyttäjien esittäminen on järkevää. kaipaais tähän kylkeen vielä esineitä millä vois esittää jotain muuta kuin käyttäjiä, sanotaan nyt vaikka tuossa meidän konseptissa jos puhutaan pyöristä ja niitten korjaamiseen tarvittavista fasiliteteista niin niitä vois aika helposti esittää, ei tarvis olla välttämättä just pyöriä mutta jotain niinku tommosia kappaleita joita vois liikutella, niin no ehkä jos nyt mennään tähän lego ukko hommaan niin erilaisia tiloja ois hyvä pystyä myös jotenki nopeesti esittämään, tiloja paikkoina. en tiedä nyt just tässä yhteydessä mutta ajatellaan nyt vaikka jotaki yleisesti jotain palvelumuotoiluksissa niin monesti niissä on merkitystä sillä, missä joku asia tapahtuu, onkse käyttäjä vaikka kotonaan vai jossaki liikkeessä vai bussissa. niin semmosia jotain emmätiiä mitä ne vois olla jotain laatikoita mihin vois aatella noita ukkoja, vois olla hyödyllistä. no okei tässä on sitte kangastilkkuja näistä vois varmaan lähteä lähestymään mutta vois olla nopeampiaki. [lähestymään mitä?] sitä tilojen esittämistä.

lego pussissa jotain pikku esineitä, onks ne liian pieniä tai?

ei ehkä liian pieniä mutta niitä on ehkä liian vähän. vois olla enemmänki. tai en mä tiää, mulla on ainaki tapana kuvata mun näissä palvelukonsepti-ideoissa muita asioita kuin pelkästään niitä käyttäjiä, vaikka jotaki IT-järjestelmien osia tai niitten välisiä, miten tieto kulkee, joko käyttäjiltä systeemiin tai toisin päin tai siellä systeemissä jonku eri komponenttien välillä. sitte siihen, no, ei ne yleensä näytä mitään tai sitä on hankala sanoa miltä niitten kuuluis näyttää mutta joku semmonen, kuhan nyt vaan joku esine että sovitaan nyt että nämä kahen markan kolikot tarkottaa tiettyä asiaa, sillä pääsee esittämään sitä. sillä tavalla nyt vaan jotain rompetta mitä voi, mistä voi saada myös jotaki ideoita että miten se representaatio syntyy.

aa, sanoitko että siitä romppeestaki saattais sitte saada jotain ideoita eikä vaan että...

no joo kyllä, tai niinku, tai siis lähinnä nyt siihen ehkä siihen niinku esitystapaan

ah

että jos siellä ois vaikka jotaki, no, tiettyjä asioita sattuu olemaan neljä ja sä tarvit neljä, niin sitte siitä vois tulla semmonen juttu että okei no nämä esittää nyt näitä.

mut sää et viittanu esim semmoseen että hei tää sattuu olemaan pikku pehmonalle, mitä jos se ois oikeastikki tämmönen nalle...

...no joo, miksei tuomonenki vois olla mahdollista mutta sitte se ehkä, semmosen romulaatikon tekeminen konkreettisesti että siinä ois jotaki järkeä niin se vois olla haastavampaa.

ehkä se on vähän semmonen random...

niin

tai että sitä on vaikea suunnitella tommosta

no joo. tai niinkö mulla itelläki on tosiaan taustaa noissa animaatioitten tekemisessä, sitte mää aattelen yleensä näitä hommia silleen vähän semmosena niinku, se on ihan sama miltä ne näyttää kuhan niissä on joku semmonen sisäinen koherenssi, joku semmonen idea että nyt jos tämä yks asia on tässä alussa näyttänyt tietyltä niin näyttäkööt sitte seuraavassaki kuvassa siltä samalta.
-mitäs muuta täällä olikaan no kyniä, värikynät on ne tärkeitä, monesti just tota piirtäessä tällä alalla jengi käyttää liian vähän värejä. mä en tiedä miks mutta semmonen tavallaan nopee ruma luonnos, niin siinä yleensä jos sulla on kolme väriä vs yks väri niin saa paljo nopeemmin jonku asian tehtyä selväksi.
- hiekkapaperi tälle en nyt heti keksi kyllä mitään käyttöä. paitsi ehkä tämmösenä taustamateriaalina. että jos pitää nyt ruveta hiomaan jotaki esinettä niin sitte ollaan ehkä vähän väärillä jäljillä...[millä tavalla?] tai että siis, parantaako se sitte sen palvelukonseptin ymmärrettävyyttä jos se on hiottu tai ei hiottu. no ehkä joku mestari käsityöläinen vois saaha sillä jotaki kommunikoiua mutta en minä ainakaan vois. siis samalla tavalla nyt jos on tuomonen lego ukko jolla on punanen lippis tai musta lippis niin se ei nyt hirveesti esitä mitään tällä fideliteettitasolla.
-mitäs muuta löytyy. läpinäkyviä pleksejä joo näistä vois varmaan leikellä jotain juttuja. ja lisää väriä. miksei.
-no ehkä näistä mulla tulee mieleen, näistä puuttuu sakset tai joku veitsi. näistä pitäis sitten leikellä jotain, jonkulaisia juttuja mitä ei näillä muilla keinoilla saa tehtyä.
- joo siis nää kankaat on sinänsä hyviä, enemmänki vois olla jotaki no ehkä nuo puukappaleet kuuluu myös tähän samaan settiin mutta tämmösiä materiaaleja jotka ei oo niin kliniisiä. et sitte jos, monesti musta tuntuu, tämä on ehkä enemmän esteettinen asia mutta kun katsoo tuomosa postit-workshopin lopputuloksia niin ne on ihan saatanan rumia et sitte jollain tämmösillä mukavammilla materiaaleilla ja esineillä sen sais ehkä semmosen jotenki miellyttävämmän kattoo siitä lopputuloksesta, millä voi olla joskus yllättävän iso merkitys sille kuinka joku sitte tajuaa sen idean koska se on jotenki semmonen, ei oo niin epämiellyttävä se miltä se näyttää.

onko sulla kokemusta tämmösestä tilanteesta vai onks tämä mutu?

no esimerkiksi nyt mikä käy lähes joka projektissa meillä että jos sä näytät jollekii asiakkaalle semmosia käsin piirrettyjä raapustuksia jostaki, ne on silleen emh joo, sitten kun teet sen täysin saman informaationisällön silleen että illustraattorilla piirrät sen kunnolla ja laitat hienot ikonit niin sitte ne on silleen aa joo tosi hyvä. sen sisällön kannalta täysin merkityksetön esitystavan muutos saattaa kuitenkin vaikuttaa siihen että mitä sillä saa kommunikoiua. mitäs muuta täällä oli vielä.

no se mikä sulla oli käessä ja sitte nää

tässä on nyt jotaki toivottavasti muovailuvahaa eikä purkkaa. joo miksei, tähänahan voisi olla aika tehokasta, en oo koskaan käyttäny missään mutta muovailuvahastahan sitä voi nopeesti tehdä mitä vaan, tai just sen puuttuvan palasen lego ukkoihin esimerkiksi. mutta joo, nää kaikki vähän palautuu siihen samaan juttuun että oli nyt kyse siitä 3d tulostamisesta tai laser leikkaamisesta tai mistä tahansa näistä materiaalisista jutuista, niin onkse kuitenkin niinku, se perus uskomus että semmonen palveumuotoilu hyötty tämmösestä fyysisestä lähestymisestä on musta edelleenki epäselvä että onko näin todellaki. nimenomaan silloin kun ei oo kyse minkään semmosen niinkö fyysisluonteisen jutun suunnittelusta. koska tavallaan jos aatellaan taas sen prototyypin mitä tässä niinko ollana tekemässä niin ois tarkoitus

mahdollisimman vähällä vaivalla saavuttaa semmonen maksimaalinen tarkkuus tai et se muistuttaa mahollisimman paljo sitä tulevaa lopputuotetta. niin sitte jos se tuleva lopputuote tiedetään jo varhassa vaiheessa että se tulee olemaan esimerkiksi kännykkä appi, niin sit mikä tahansa kuva on paljon tarkempi esitys siitä kuin esimerkiksi muovailuvahaukko, koska siinä kännykässä ei ole muovailuvahaukkoa vaan siinä on kuva. et siiltä kantilta ajateltuna näitten materiaalien tai tämmösten menetelmien käyttö täytyy liittyä ihan muuhun kuin siihen sen ilmiäsun tai sen lopullisen esiintymismuodon hahmoteltuun vaan enemänki joitenki semmosten loogisten yhteyksien ja informaation kulun ja muun tämmösen esittämiseen. ja mikäs siinä siis tottakai seki on oleellista ja varsinki alkuvaiheessa voi olla paljon tärkeämpiä hahmottaa semmoset asiat mutta sitte jos jossain vaiheessa halutaan että se ottaa semmosen muodon mikä muistuttaa sitä lopputulosta niin sitte se kuitenkin näinä päivinä ainaki meidän projekteissa on useimmiten semmonen 2d neliö mikä on se lopputulos.

mainitsit tuossa että jos lähetään tämmösillä menetelmillä touhuamaan niin siitä ei oo hyötyä jos se lopputulos on 2d tai tiedetään että se tulee olemaan 2d vaan enemmän jotain informaationkulkua virtoja tai loogisia malleja, nekihän on kuitenkin tosi abstrakteja?

joo kyllä nimenomaan, se tavallaan, tyypillisestihän jossaki tämmösessä 2d neliössäkin ilmenevässä palvelussa on joku logiikka mikä ei välttämättä aukene siitä kattomalla pelkästään sitä ruutua varsinkaan alkuvaiheessa ja siellä tapahtuu paljon tavaraa mikä ei ikinä näykään siinä ruudulla ja sitten taas suunnitteluvaiheessa on oleellista esittää ne jotenki myös ne tautalla tapahtuvat asiat ja se konteksti sen ruudun ulkopuolella, niin miksei, sekin voi toimia mutta siinä on siis noh, jotenki se kaikkien asioiden pakottaminen tähän tämmöseen askarteluhommaan ei välttämättä aina oo järkevää. tai minun mielestä ei tunnu luontealta.

teili oli kyllä sen viikon aikana käytössä kaikkea mitä tässä pöydällä on nytten oliksi, oliko teän ryhmä tietonen?

no joo kyllä kai sitä tavallaan tiedettiin teoriassa että ne on olemassa mutta ei niitä käytetty juuri mihinkään paitsi just naita piirtelylappusia tai naita. ja sit siinä jossain vaiheessa ne sitten tuli nämä, varmaan siinä torstaina se oli niitä tehty niitä vai oliko se jo keskiviikkona no kuitenkin siinä jossain vaiheessa siellä tuli niitä semmosia puusta leikattuja polkupyöriä, tommosia fyysisiä esineitä mutta ei ne sitte niinkö, no ne oli ihan kivoja mutta ei ne mun mielestä johtaneet mitenkään sen konseptin selkenemiseen että se oli semmosta vaan vähän niinku materiaalipornoa siinä tavallaan ilman mitään sen suurempaa yhteyttä siihen että sillä yritettäis ratkasta jotain ongelmaa. tai no, mä aina ajattelen sillä tavalla että kaikkien prototyypin tarkoitus on se että sulla on joku semmonen ongelma tai tutkimuskysymys joka yritetään sitte sillä prototyypillä saada selvitettyä tai esitettyä että tässä on ratkasu, sitte nähdään toimiiko se. sitten taas jos se työ mitä tehaan tuottaa lopullisen polkupyörän jolla ei oo mitään tekemistä sen jutun kanssa niin sitte se on vähän niinku sellanen ylimääräinen, sellanen tavallaan koriste siinä mikä ei liity siihen ajatustyöhön että yritetään ratkasta jotaki epäselvää kysymystä. tai siis kattoo, no okei, esimerkiksi nyt tässä meidän projektissa niin sehän nyt ei ollu se kysymys että onko meillä polkupyöriä tai että siinä ei ollu mitään epäselvyyttä että polkupyörä näyttää tältä vaan sitte enemänki se että miten ne liikkuu siellä ja kuka tekee mitäki ja sitte siitä ei mitenkään niillä fyysisillä polkupyöriillä kyllä esitetty siinä.

mitä luulet miks te ette sitte käyttäny näitä tämmösiä just mitä, sä kuitenkin pidit suhteellisen mahollisen hyödyllisenä vaikka naita lego ukkoja ja muovailuvahaa vai?

joo emmätiä, se ei nyt jotenki, ei tullu semmosta hetkeä että siihen ois menty. ehkä se jotenki, tuntu että se homma eteni paremmin vaan semmosella kirjottelulla ja piirtelyllä.

ja se tuntu että se homma eteni?

no joo kyllä. ehkä nojoo, näin nyt ko retrospektiivillä miettiä tätä niin ehkä ois mahollista että ois jossaki kohissa kannattanu sillain tietosesti puskea sitä juttua silleen että nyt tämä ei etene riittävän hyvin että koitetaampa nyt avata jotaki ajattelun lukkoja ottamalla muovailuvahaa. mut sillä tavalla mä kyllä sinänsä nään potentiaalia tässä hommassa mutta en oo ite kokenu sitä vielä täydellisesti et se toimis. esim se on ihan selvää että jos mun pitää tehdä jotain sellasta vapaaä ideointityötä niin mä yritän mennä pois tietokoneelta ja piirtää kynällä koska se muuttaa sitte ajattelua ihan erilaiseksi, sitte voisin kuvitella että jos rupeais vielä muotoileen muovailuvahasta juttuja niin se menis vielä kummallisemmaksi tai vapaammaks tuo assosiointi. että siihen kai tässä varmaan vähän pyritään tässä menetelmässä.

mitäs mieltä olit siitä ykkösyryhmän jutusta? siis se missä oli F1 ja muhis ja, niillä oli se ravintolahomma

joo nyt muistan. no mikäs siinä niillä oli ehkä fyysisempi esitys siitä sehän oli ihan kiva. konseptitasolla en ehkä ihan tajunnu että mikä siinä oli ideana tai semmonen ehkä vähän niinku turhan perinteinen idea että maahanmuuttajathan vois tehdä ruokaa kantaäestölle jos rumasti sanotaan niin sitähän siinä oli kyse. siinä ei niinko ollu ehkä sillain semmosta punasta lankaa mistä mä oisin saanu kiinni. ja, mutta joo, niillä oli se semmonen missä oli semmosia arduinoja ja piuhoja ym siinä esityksessä se oli ihan positiivista.

näyttikö se vaivan arvoselta?

ai siis se väsäily tai se? no, hankala sanoa. jos se oli niitten mielestä hyvä juttu esittää se, ehkä siihen samaan lopputulokseen ei ois päässy jollaki muilla keinoilla. toisaalta olis kyllä voinu kuvitella että senki ois voinu esittää jonain powerpoint esityksenä sen ajatuksen ihan yhtä hyvin. että ei sillä tasolla että tuntuis että tuota ei missään nimessä vois mitenkään kukaan ymmärtää jos siitä ei ois tuomosta mallia.

sun mielestä teän ryhmän ratkasu ei ollu kovin luova?

no, miten nyt ottaa, siinä ensinnäkään ei ollu mun mielestä mitään radikaalia innovaatiota, ihan jonkulainen ratkasu johonki ongelmaa mutta ei välttämättä sellasta että tämä on pakko tehdä. en nyt ihan antais täysiä pisteitä tästä.

ja verrattuna muihin ryhmiin eos.

no niin emmänyt tiä. ihan hyviä elementtejä oli muittenki duuneissa ja tuossaki mutta mikään ei noussu silleen ylivertaseksi. ja vielä täytyy sanoa jos kiinnostaa tästä makeshop hommasta ylipäänsä, mä luulen että tämmösen askartelutyöpajan arvo voi olla ehkä isompi jollekki semmosille ihmisille jotka ei oo ammatiltaan designereita, että jos sulla on jotain ihmisiä jostaki vaikkapa just jostain toimistohommista pankista tai vähemmän luovasta ympäristöstä niin semmosille osanottajille se voi olla enemmän semmonen vapauttava meininki, musta tuntuu että jotkut esim täällä Fjordilla töissä olevat ihmiset on tottuneet muutenki siihen että pääsee helpommin semmoseen mielentilaan että jotaki keksii tai jotaki luovat konkreettisia ratkasuja joihinki juttuihin, sitte taas joskus on huomannu että jotkut asiakkaat keiden kanssa me ollaan tehty hommia ei pääse mitenkään semmoseen vaiheeseen että pystyis ruveta vapaasti fiilistelemään sellasia yllättäviä yhisteelmiä. että siihen semmonen että saadaan tehtyä semmonen vähän niinku teatterissa tapahtuu että ku sä meet sinne näyttökseen niin se maailma muuttuu semmoseen erilaiseen todellisuuteen, sitte se ehkä tämmösiällä fyysisillä jutuilla saadaan luotua semmosta ilmapiiiriä että sä oot nyt astunu sun normaalista arjesta tämmöseen erilaiseen paikkaan missä tehdään erilaisia juttuja ajatellaan eri tavalla, sitähän ei missään nimessä kannata väheksyä semmosta vaikutusta mikä siitä parhaimmillaan voi syntyä.

onksulla kokemusta tuosta tai esimerkkiä?

no joskus on huonoja esimerkkejä joissa jengi tulee ja niille sanotaan että ruvetkaapas keksimään jotaki hyviä juttuja ja sitte mitään ei tapahdu sitte siinä tavallaan, no siihen tämä perustus tämä meänki firman toiminta että meillä on olemassa kaikenlaisia standardimalleja miten se prosessi saadaan liikkeelle, että ei oo kyse siitä etteikö ihmiset ois jotenki kykeneviä luomaan tai jotenki eivät ois tarpeeksi älykkäitä tai mitään, ei siis semmosia juttuja, vaan sellanen lukkotila mikä voi olla päällä että ei pääse semmoseen vapaaseen taidehörhöilyyn. ja tota, niin tommosia hyviä esimerkkejä on ehkä jostaki ihan muualta kuin täältä palvelumuotoilun parista jossain tuomossissa nykytaiteen tai jonku teatterin kentässä muistan moniaki esimerkkejä missä on tullu semmosia kummallisia fiiliksiä että oot jossain kopissa jonku viiden tuntemattoman tyypin kanssa tekemässä jotain hyvin kummallista toimintaa mikä ei kuulu semmoseen normaaliin tiistai-iltaan.

sie oot ollu henk koht semmosessa tilanteessa?

no joo kyllä monestikki tai kaikenlaisia juttuja, performansseja mitä on tullu koettua mutta se on hyvin voimakas kokemus jos sellaseen päätyy. tai no ehkä sitte vielä helpommin ymmärrettävä joku peli missä, siis vaikka tietokonepeli mutta myös joku afrikan tähti, sitte ko siihen siirtyy siihen maailmaan niin suostuu noudattamaan semmosia sääntöjä mitä sä et normaalisti noudattais ja sitte se tavallaan muuttaa sun ajattelua aika voimakkaasti.

kiinnostavaa!

ei mulla muuta

INTERVIEW 15: D2

olit poissa tiistaina puolivälissä. lähti lounaalta.

mut se oli kyl vähä huono aika lähte. keskiviikko ois ollu paljo parempi

ehkä. eli tuota muistaks mitä siinä oli ennen ko olit lähteny?

no brainstormaus oli silloin ko mä olin pois. sitte, mitä oli sitä ennen...?

aamulla oli se Philin luento tai se setti.

ai nii oliko. ei siin päiväl sit muut varmaan ku se ja jotain sellast

sitte teät jaettiin vähän eri huoneisiin mut te että menny mihinkään siitä fablabista

jjooo... emmä muista mitä sit tapahtu, sillo. mikä s agenda oli?

no se meni silleen et siinä tehtiin sitä käyttäjäpolkua tai asiakaspolkua aamulla

joo, me tehtiin sitä siinä joo. laitettiin lappuja seinille ja sellasta.

tulikse valmiiksi?

ei se tullu silloin ihan valmiiks. siinä oli vaikea jotenki alottaa.

ku tulit takas sitte periaatteessa ohjelmassa oli sen uuen konseptin laittaminen, tehä tavallaan uus asiakaspolku siihen liittyen.

joo

muistaksä mitä se ryhmä oli tekemässä ku tulit takas

heil oli se idea mis oli semmonen posteri mikä meni vasemmas reunas oli pienempii laatikoi, siinä oli jotain stakeholdersii (Concept Poster) ne oli saanu sen vähä aikaa sitte valmiiksi.

valmiiksi kun tulit?

mä luulen. sit tuli joku toinen sellanen vähän erilainen.

olikse semmonen vaaka, ehkä?

joo. en ihan muista menee sekasin ne kaikki.

mut ennen tuota viikkoa sulle oli palvelumuotoilu tuttua, vähän tietoa vähän kokemusta aikasemmin.

3dprinterä kerran käyttäny

ei laser leikkuria.

ei

sie koit olevasi arvokas ja tärkeä osa ryhmää mutta ne ei aina välttis ymmärtäny mitä tarkoiti?

nii. must se on ihan ymmärrettävää. oli siin muutneki, vähän kaikin puolin oli vähän vaikea ymmärtää.

minkälaisia juttuja?

oli ihan slelasii juttuja et oli joku oli niin piti omasta ajatuksesta ja sit..

kuka piti mistä ajatuksesta

no B2 yhdessä vaiheessa. ko hänellä oli se Container idea, ja meijä idea vähä niiku et kontti ei ollu se pääjuttu ni sit hän halus kovin et me oltais hylätty se meän idea ja teki kovin työtä sen eteen ja se oliko loppujen lopuks ihan hyvä, siit tulis paljo selkeempi ryhmän jutuist. mut se oli kyl selvästi että hän lobbas hänen ideaa siinä ja yritti vähä niinku saada meät luopumaan täst meijän ajatuksest.

mikä tuota, mitä eroa näillä ajatuksilla?

se konttijuttu oli ihan oikeesti vaan konttijuttu, se ei ollu se mikä me esitettiin siis. siihen yhistettiin se mikä meän ideast oli, meillä oli enemmän se brändi, se oli se brändi minkä ne vois hyödyntää. mun mielest se oli loppujen lopuks ihan helppo ymmärtää et meillä on brändi mitä ne voi käyttää mut hän ei halunnut ymmärtää varmaan sitä et mikä oli se meän idea jotenki, piti hänen ideasta niin paljo. mikä on myös ihan ymmärrettävää kyl

milloin tää keskustelu oli?

silloin ku me oltiin siellä kahestaan ton mikä sen nimi nyt oli... tää naispuolinen ryhmän jäsen, C2 joo, niin silloin me olitiin kahestaan sen takii koska toi ei ollu tullu viel, hän tuli myöhään sinä päivänä, se oli torstai ehkä.

ketä teän ryhmässä olikaan?

C2, se B2 sit oli se F2 ja A2. mut siis toi oli tomonnen kaikist semmonen kriittisin tilanne, meni tosi kauan päästä yhteisymmärrykseen, onhan siel aina vilpittömii sellasii tavallisii väärinymmärryksiin, tos oli vähän semmonen konfliktitilanne oikeestaan

siis silloin torstaina?

nii

eli ku te olitte ollu C2n kanssa kahestaan, niin F2 ei ollu torstaina paikalla ollenkaan.

ei ollu joo

misäs Muhis?

hän vaa et ei päässy, olikshan jotain oikeita töitä silloin.

ei vaan ne oli kaikki tihakijat tuli joka päivä myöhemmin

joo ku oli aamupala.

joo se oli se homma niin aikasin, olitte kahestaan C2n kans, sitte B2 tuli siihen.

me oltiin jotenki siinä samalla aaltopituudella mitä me mietittiin C2n kaa. sit se oli tosi vaikee sit ku B2 tuli takas niin hänel oli vähä eri aaltopituus, seki lisäs sitä et siinä oli vaikea ymmärtää.

mite se, muistaks mite se tilanne sitte meni? tai miten te... saitte?

se meni tällatteen et B2illa oli se konttijuttu... se meni niin et me sanottiin mikä se on se meän idea.

eli B2 tuli ja te olitte siinä ja sitte te

ja sano et mitä ootte tehny, me et meil on tääl tällanen idea, sit on, hän ei ymmärrä, voiks te selittää lisää, sit me selitettiin, sit sanos vaa et ei hän ihan ymmärrä mikä se on se juttu.

se vana, te vaan niinko selititte

nii monta kertaa ja sit se rupes turhautuun, et emmä nyt enää jaksa selittää

oliko teillä mitään kirjoitettu ja näytittekö te mitään sille

oli ja kyllä me yritettiin sitä visualisoida. mut se on totta et se on aika tällanen abstrakti jos sä mietit, sä tarjoot brändin, mutta toisaalta ei se oo kauhee. mut ehkä s eon eri jos, riippuu mitä on opiskellu ja mitä, mihin on tottunu. jos on vaa ollu joku vaik graafinen suunnittelija ehkä se on vaikee emmätii. ei se välttämät. no sit me sitä yritettiin kaikkennäs piirrettiin joku vaikka tämmönen polku miten se toimii; vastaanottokeskus saa tällasen oppaan tai tällasen paketin ja kaikki ne valmiiks sellaset layoutit ja muut kaikkeen vaik verkkosivuille johonki. mut en mä usko et hän ei oikeesti ymmärtäny, kyl mä luulen et hän oikeesti vähä ymmärs sen hän ei vaan halunnut sitä meidän ideaa ottaa siinä

niin minkä polun te piirsitte?

vähänniinkö semmonen, no onksen nimi nyt sitte joku user story. insinööri sanois että prosessikaavio. käyttäjälaheisempi prosessikaavio, onkse sit user story vai. emmätiedä. sellanen.

mä en muista että oisin nähny sitä niin, olikse jollain... te kirjoitte semmosille A4:sille C2n kans?

joo mut se ei ollu kyl mitenkään silleen kauheen viimeistelty eikä...

niin niin et

samalla ku siinä selittää, nii.

eli jollekki paperille vaan mikä siinä oli

nii ei se ollu mikään oikee user story kuitenkaan.

niin niin okei. eli B2 sitte sun tulkinnan mukaan ehkä vähän ymmärsi mutta halusi kuitenkin jotenki...

ehkä vähän joo, tai mun on vaikee vaan kuvitella et miten hän ei ois sitä kuitenki ymmärtäny. koska sit ku me esitettiin se meidän, niin siin oli se kuitenkin se sama idea siellä pohjalla mikä me C2n kanssa esitettiin, siel on se brändi. sit se yks fjordin jäbä siinä edessä kysy et nii et teillä on brändi minkä te tarjotte loppujen lopuksi? mä olin et kyllä

kuka se oli?

suomalainen tyyppi ainaki aksentist päätellen, siinä aika edessä.

teemu tai paavo. tais olla valkoset kaulukset. joo eli tosiaan täs on et et oo ihan sitä mieltä et oisit ymmärtäny sun ryhmäläisten mielipiteitä aina?

nii. toi oli just tää äärimmäinen esimerkki, yleensä se oli vaan sellast pienempää.

mikä ois hyvä esimerkki siitä pienemmästä?

sellanen ajattelutavan erilaisuus. niinku

kellä oli erilainen ajattelutapa?

niinku se et jos se oli meän tehtävänanto vähän että common good, mä ajattelen et se tarkoittaa koko maailmalle vähä niinku, sit oli sillee että se just et tehdään sellanen et myydään halvalla jotain vähä niinku tarjotaan halvalla palvelu, ni sit mietin et se ei oo mun mielest common good. et paikallinen tällanen polkupyöräyrittäjä ei sais rahaa niin paljo. mut sit oli silleen et ei nyt välitetä siitä, tää nyt piti ratkasta tää yks ongelma, ei mietitä nyt tätä koko kuvaa. sit mä en niinku, mut toisaalt se on vähä huono et mä oon niin rajoittunu sillee et mä rupeen miettiin sitä, koska sit se rajottaa sitä tiäks sillee, sitä ideointia ehkä, ku rupee miettiin miten tää toteutuu, miten kaikki vaikutukset. emmätiedä.

tuliko sulle tää ajatus nyt jäkikäteen ajateltuna vai joko sä olit ennen tätä makeshoppiviikkoa

niin mikä?

niinku sää sanoit et se on ehkä sun ongelma että ajattelet niin kokonaisvaltaisesti

joo kyl se rupee tiemiettiin, sit sitä rupee heti miettiin ratkasuu eikä sitä niinQ ongelmaa

tuliko se uutena oivalluksena tän viikon aikana? no eeeeei se nyt ihan, kyl mä sen tiedostan, kyl se aika varmaan, mut se se niinku, ehkä enemmän tuli se vähä uutena ku ei oo ennenmin tehny tollasten taikkilaisten kaa, et sit niil ei oo yhtään sellast! tai on yhtään mutta niin vähän sellast niinko realitettiajatteluu.

Tools & Materials, sun mielestä teki järjeä tää, ei tuntunu hyödyttää omilta.

piti sanoa et sen takii mä laitoin noin et ne oli niinku hyvii mitä fjordi tarjos ja ne, ja sit neki, kaikki oli mun mielest hyvin mietitty ja sillee, mut sit onhan se et ne fyysiset, niinku 3- niinku lasertulostinki ni sen ite homman kannalta se ei välttämättä oo paras, et jos tekee jotain palvelusuunnitteluu, mut sit mun kannalta se oli hyvä koska must ne oli mielenkiintosii. mut se ei ollu välttämättä meän palvelukonseptin kannalt parhait työkalui aina.

eli mitä sielä oli, miten sää jaottelisit sen tarjonnan. sielä oli siis fjordin tarjoamia...

teil oli niit tiettyjä työkaluja et tällasii niinku näitä periaatteessa postereita ja tällasia ajattelua virittäviä juttuja. sit sielä oli taas nää fablabin jutut.

mitä ne fablabin jutut oli

no siis fablab käytännössä teki aika tämmöst konkreettist kuitenkin. et ne on kuitenkin kaikki tällasii käsin kosketeltavii tuotteita mitkä ne laitteet tekee

eli esim.

no vaikka laser juttu tai 3d tulostin, cnc sorvi...

oliko muita

mitäs muita siel oli... no sit oli nää, ne oli ehkä sit vähän... helpommin hyödynnettäväs mut silti aika vaikeest nii, mil voi tehdä näit kaikkii piirei ja sähkökomponenttei mitä siin oli. mut en mä sano et se on niinkö huono millään tavall mut se oli vaa niinko et ehkä ne, niit oli vaikee hyödyntää, koska ei kukaan tehny konkreettista silleen, niinku et, se on vaikee konkretisoida tosi sellast abstraktii ajatust. mut toisaalta oli niist silti niinku et jos sä jotain näpertelet sielä nii kyl se sit vähän niinku, se ei oo suora hyöty mut siit voi tulla jotain muuta hyötyä.

mitä muuta hyötty?

jos me tehtiin pikku pyörii vaikka siinä, nii ei niistä sillee oo hyötöy et teet sellasen pikku pyörän, mut sit jos sä niinku niil rupeet siellä vaik jotain touhuumaan, tai mietit, leikit niillä siinä tai... sit voi tulla niinku sillee et mitä niinku ihan vaa se et ai niin ne pyörät vaikka vie paljo tilaa tai jotai sellasii voi tulla, jotain oivalluksii. mut ei ne niinku...

tuliko teillä sellanen oivallus siellä

no en mä tiedä...

vaikka tuo et pyörät vie paljo tilaa

nii tuli... no ehkä, joo.

vai tuliksulle vaan nyt se mieleen?

nii no ehkä me aatel, en mä tiä mistä se tuli se idea et pyörät vie paljo tilaa ja sellasta

nyt tässä tilanteessa

nii nyt mä vast, kyl me sitä mietittiin sillo, mut mä en tiedä nyt ku mä mietin et mist se tuli se ajatus. en tiä et olik näissä joku yhteys. mut mä aattelin et sellanen vois tulla.

nyt se ainaki tuli ku sä aattelit sitä pyöräl leikkimistä

ni

joo tässä olik ei sä et ollu varma että oliko niillä helppoa ryhtyä työskentelemään ja sit oliko ne niinku hyvässä käytössä teillä

nii ko siinä vähän mä jaottelin sen silleen oikeesti hyö...sen konseptin kannalta hyödyllinen ja sit mun kannalt hyödyllinen. koska oli se siis mun kannalt hyödyllinen oli kaikki kivoi, mut ne ei oo sen ite homman kannalta välttämättä.

joo ja sun kannalta se hyötöy oli lähinnä sitä että niillä oli hauska

nii ja ne on mun mielest aika mielenkiintoisia et miten, ku se on niinko analoginen juttu liikkuu ja sitä ohjataan jollain png-kuvalla ja se tekee siellä jotain ja kaikkea sellasta

eli siis mistä laitteesta puhuit nyt

no esim se laser leikkuri, ku sehän oli, se ei tiedä et se on kolmiulotteinen mut silti se tekee vähä niinku 3d tietyl taval. ja sit se on oikeesti vaan kuva. ja sit seki oli must yllättävää et siel ei oo mitään, se vaan oikeesti katto että täs on solid fill, tai et täs on reuna, et se oikeesti vaan viiva, ei siin oo mitään hyvää tiedostomuotoa mis on oikeesti et leikkaa tästä vaan se on sillain et mä teen tällasen viivan ku se leikkaa tällasen viivan. ni se oli outoo. mut se oli hauska huomata miten ne oikeesti toimii.

niimpä. joo, no sitte tuo lopputulos. sinä ainaki täysin approovaat, hyväksyt sen, se oli sun mielestä hyvä.

joo. mun mielestä se oli kyllä hyvä

mut myös koko ryhmä, sä et ollu siitä nii satavarma et koko ryhmä approovasi sen?

nii mä en oo ihan varma mut mä luulen et C2 ei ollu niin... mä en tiedä. se on vaan mun arvio.

sitte sun tiimi, eos oliko parempi vai huonompi ko muut

ei se mun mielestä ollu sen parempi, ei se kyl huonompikaa ollu. joo en mä usko et siin oli niinko

mitä sä muistat muista tiimeistä konseptit, mielipide?

no se oli se mis D3 oli se ryhmä nehän teki vaan semmosen niinku kartan siitä et miten se menee ne pakolaiset läpi. mä en ollu ihan varma et olik siinä mitää semmost mikä parantaa sitä varsinasesti, vai olikse vaan tämän hahmotelma siit et miten se toimii. mut toisaalt mä en välttämättä kuunnellu tarpeeks tarkkaan. sit siinä yhdellä oli se ravintolapäivä, ne teki sen hienon mut en mä tiedä olikse hyödyllinen mut mun mielest se oli kyl tosi hieno se niitten se arduino homma ja kaikki valot ja kaikki. se oli kyl hieno mut ei välttämät, nii, seki on semmonen et mä en tiä, oonks mä rajottunu jotenki mut mun mielest se oli siisti ja mut mä en tiedä olikse kui hyödyllinen se on. mitäs sit kolmas ryhmä teki.. niil oli se joku työtuttu eiks ollu. (joo) mite se, mikä siinä oli se pointti?

se oli siinä ihan päädyssä se

mmm. olik siinä vaa et pointti et sit vähä koulutetaan? loppujen lopuks...

suunnilleen

seki oli niinku, siin huomaa just et se on niin lyhyt aika, et sit ku sä otat jonku, nii sit jos mietti et meil on, se on aika ilmiselvä ongelma et ne tarvii töitä ja jonku niinku tällasen, ni sit se on helppo mennä siihen ajatukseen mut sit jos sitä pitemmälle mietti ni ei siihen voi niinku, tosi vaikee keksii silleen oikeit ratkasui. ni mun mielest, siinä meidän ryhmä oli tosi hyvä et me otettiin sellanen oikeesti korjattava, selkeesti hahmotettava asia mun mielest et niinku polkupyörät ja liikkuminen. et muilla oli tosi semmonen la- tai kaikil muil mut varsinki sil työtuttu ja sit se prosessikaaviohomma en mä tiä mikä se oli niin se on tosi semmonen et se ei keskity kauheesti ja ne ku ei niin pal keskity siit tuli semmonen vähä epämääräsempi siit lopputuloksesta.

okei

sit mä unohin mikä se oli se et, et kaikki oli...

joo siihen mä olin just tulossa. eli sä et oo ihan sitä mieltä että kaikki tiimin jäsenet oli tasa-arvoisia.

nii koska must, en mä nyt tiä et minkä takii, mut mä luulen et se johtuu ainaki et esim. A2 oli, on aika ujo. ja sit se hankaloitti et hänen ääni oli sellanen, tosi vaikee kuulla ni sit ko se sano jotain ni ei tienny mitä hän sano. ni siin oli semmonen, sen takia et hänen oli – ois edes tosi vaikee osallistuu siihen vaik ois halunnu. mä en tiedä et halusko hän. hän ei ollu kauheen aktiivinen... me kysyttiin niin sit hän oli vain näin usein.

aijaa

mut se on must todella ymmärrettävää ku mietti sitä yleisesti et mikä on tän kurssin konsepti, ni jos mult ois kysytty se ois ollu aika vaikee must sanoa ihan suoraan, et tähän palvelusuunnittelua ja sillee. mut on se must aika vaikee - mut sit jos mietti et on ihminen kenel ei oo edes sellast käsitteistöä mil ymmärtää sitä asiaa, ni mite sellanen tilanne et ei edes tiedä mitä sana design tarkoittaa, tai mitä tarkoittaa palvelu, mikä on konsepti, kaikki sellanen miten sä ees selität sen kurssin idean, mil sanoil sen ees selittää. ni sit mä mietin sitä asiaa et se ois, se on tosi vaikee se lähtökohta jo. sit en mä tiä taas et olikse meidän vika et ei hän osallistunu tai et hän ei ollu niin niinku osallistunu niin vahvasti.

mikä teiän, miten se ois teiän vika?

en mä tiedä. tai niinko et meidän pitäas olla yliaktiivisii et saada hänet mukaan siihe. mut kyl me yritettiin kyl. eikä se ollu sillee et ei hän ollu ollenkaan mukana. vaan et niinku et ois voinu, en mä tiedä oisko hän halunnu olla enemmän.

joo. pysykö hän kärryillä siitä mitä tapahtu?

mä luulen et ei ihan. sit hän sano, kommentoi lopuks sillee että luuli aluks et tää on joku vitsi. vähän niinku. ja sano lopuks et nyt niinku tajus et tää oli ihan hyvä.

milloin tajus?

silloin viimesenä päivänä, silloin esityksen jälkeen sano.

esityksen jälkeen?

ni et sano niinku et nyt hän vähän niinku. sano et siin viimesen päivän ku huomaa et tää oli niinku joku oikee juttu.

okei

mun mielest se kommentoi tälle. ei nyt kannata ihan täst lainata suoraan mut jotenki niinku näin. aika suoraan sano loppujen lopuks et hän ei niinku ollu ihan ymmärtäny et mikä on. mut toisaalt, siin oli se et se hänen mikä hänen ongelma oli oli se että hän ois halunnut matkakortin. se oli vähä niinku sellanen ongelma et me yritettiin vähä päästä se ohi sillä pyörällä ku matkakortti on vaa niinku käytännös rahaa loppujen lopuks. ni sit se oli vähä et se me ei loppujen lopuks suoraa ratkasta hänen ongelmaa.

niin niin, mitä hän oli siitä mieltä?

en mä tiä siis ke, ö, me jotenki, me oltiin vähän niinku, siitä tuli vähän sellanen olo et me ollaan niinkö et me tiedetään mitä sä tarvii. sä et tiedä ite. mut kyl se sit loppujen lopuks oliko vähä niin. koska sit se sano et tää oliko aika hyvä juttu et kyllä pyörä on aika hyvä ja sillee.

oliko tääki et se perjantaina sano?

joo. ja sit ku se kommentoi siinä yhdessä kohtaa et aina ku hän on käynyt pelaa jalkapalloa jossai, ni sit sinne oli pitkä matka, ni hän aina käveli sinne. nii se A2 mun mielest pelaa jalkapalloa, olisko se ollu, emmätiä (suomessa?) nii. en mä oo varma et olikse niin. mut se sano et se meni jonneki pelaa jalkapalloa ja sit sinne oli matkaa ja sit hänen piti kävellä sit siin meni joku puol tuntii.

mm. sanoko hän et siinä ois pyörä ollu ihan jees.

nii. mä vähän luulen et ei hän sit aatellu sitä ihan niinku ite silleen kokonaisvaltaisesti sitä hänen tilannet. tieksä sano et hän haluis matkakortin vaan. et sit se oli hänen ongelma. mut sit tuo et siin oli seki ongelma, must tuntu et kukaan niist pakolaisist ei ollu, ne oli liian tyytyväisii niinku. et ei ne valittanu mistään, ne oli kauheen tyytyväisii niinku, et kaikki on kauheen hyvin. et sit... mitä sellasel rupee sit miettii, et mitä ratkasee ku ei oo mitään ratkastavaa- tai on tietenki oikeesti ratkastavaa, mut sit niitten mukaan ei oo.

nii. se on aika jännä.

sit mä luulen et se johtuu vähä siitä et osittain siitä, et ne vähä jotenki oli niinku varuillaan meistä, et mikä on meän tarkotusperät oikeesti. kyl mä ymmärrän sen et jos mä oisin jossain pakolaiskeskuksessa jossain toises maas, sit sinne tulis jotain tyyppi, ni vähä sillee et onks tää joku juoni. et seki on must ihan mahdollinen osaselitys ainaki.

joo aika jännä. mites sitte lukuunottamatta A2ia, mitä sä laittaisit tohon kysymykseen tasa-arvosta?

kyl mä sit laittaisin et se oli ihan. tottakai kaikilla on eri mitä ne osaa ja sit jossain tilanteis toinen osaa enemmän ja toinen osaa vähemmän. mun mielest siin oli ihan hyvin sillee et kaikki vähän mietti sillee et mitä ne osaa enemmän ja sitä kaut. niinku esimerkiks se et mä en oo kauheen hyvä graafinen suunnittelija niin sit mä esitin sen ja mietin muita juttuja vähä, ku sit siinä viimeses päiväs oli vähän sitä et tehtiin, ja sit mä tein jotain sen esityksen powerpointin sun muut teki jotain videoa ja tota jotain logojuttuja sellasii. kyl se noin.

ok. MATERIAALIRASTI. täs on vähän tämmöstä kamppetta, voisitko vähä niinku penkoa mitä sielä on, kommentoia esineitä mitä löytyy suhteessa käyttekö viikolla, mitä tehtiin, oliko hyötyä mitä fiiliksiä, ja sitte lempi esine.

tällasta me käytettiin ainaki

käytitte?

joo siin

siis tommosta puuta

laser leikkuri jutussa niis pyörissä... tää on kyl vähän pehmeempää

joo se on vähän eri puumatskua.

käytettinks me leegoi... ei me oikein taidettu, meidän leegot vietiin.

viettiin?

ei me niit oltas tarvittu. ei käytetty hiekkapaperi... tää on niinku erisävyinen armeijan päiväpeitto, ei me kyl mitää kangasta käytetty, en usko. tää on joku sohvanpäällinen. kynä oli kyl varmaan tärkein, kynä ja paperi.

minkälainen paperi?

aina oli kauheen isot tai pienet, ei ollu keskikokosii papereit. ööh, nii. ne oli melkei kyl ne, mä en ollu ihan vakuuttunu niist just ku oli, mä oon ollu sil DSD-kurssillaki, sieläki oli vähä sellasii samantapasii sellasii isoi paperei mis oli valmiina sellasii näin ja näin

joo

mä en oo ihan vakuuttunu et niist on, ne on välil rajot- tai ei ne rajota mut jotenki se työkalu hankaloittaa joskus sitä, sil taval, ei sil taval et se rajoittaa mut sil taval et ei ihan ymmärrä mitä sil haetaan. et niinku jotenki se tekee siitä asiast liian niinku semmosen, liikaa ottaa. se vois vaan enemmän kysymysten avulla tai vähemmän silleen kankeesti

okei, muistaks semmosia, mikä oli semmonen paperi tai työkalu?

se mis piti tehdä se pitkä siihen, semmonen mis oli...

poikittain?

joo ja sit siinä oli 4 niinku jotain tällasta sanottiin sä voit tehdä

4 niinku kaistaa

joo se oli vähä semmonen et ku vei niinku aikaa ihan miettii et nyt täs 4 näitä ja mitä kaikkii ja monta juttua ja mä en tiä tulikse esim maailman paras sellanen. varsinki ko toi on niin lyhyt toi kurssi, kaikki tapahtuu niin nopeen. mut emmätiä. on se toisaalt hyödyllinen mut se ei oo ehkä paras tai niinku helpoin lähestyttävä.

joo. eiks se ollu sillee et te teitte sen niinku seinälle mut teillä oli pieni mallipaperi siitä pöydällä vai?

joo ja sit me ei koskaan tehty sitä ihan valmiiks seinään ku sit me katottiin et eihän tässä oo mitää järkeä ku me ruvettiin tekee sitä jollai tapaa. joo ois ehkä pitäny, emmätiä mite, jotenki se oli vähä niinkö, vähä niinku liian semmonen, se hankaloitti vähän ehkä sitä asiaa.

okei no mut jatketaan.

jännän tuntunen puu, tää ei varmaan ees oo oikeesti puuta

kyllä se on puu, balsapuu, tehään mm uistimia

oikeesti? tuntu silt et tää ois vaan tehty jostain jostain. lisää kynii... muovailuvahaa, allöttävän näköstä

allöttävän näköstä?

jotenki vähän likasen näköstä, jotain karvoja.

käytittekö te sitä?

en mä usko

miks?

ei meil tainnu olla siin pöydällä sitä. ei meil ollu kyl tarvettakaa oikei, mun mielest.

okei.

meil oli vähä semmonen et mun mielest melkein paras tapa oli toimia et sä vaan niinku, se oli oikeesti hyvä vai toi B2 oli ehkä väärist syist oli niinku ei ymmärtäny mikä se oli, mut sellanen niinku toinen kyseenalaistaa ja sitte pitää oikeesti miettii itelleenki. sit se, ajatukset jäsentyy, pitää jäsenellä omia ajatuksii ja sit sitä kaut voi ymmärtää et se ei ollu paras. ni se oli niinku oikeesti melkein loppujen lopuks melkein semmonen niinku arvokkain työkalu kuitenkin. et vaan puhutaan, ja sit jos joku oli erimielä ni, se ei oo koskaan kivaa siin tilantees mut sit jälkeenpäin miettii et se oli oikeesti hyvä.

te puhuite ni teittekö te mitää muistiinpanoja siitä (joo) puheesta tai kirjoitettiko tai niinkö (joo) näytittekö jotain piirroksia toisillenne tai?

siinä oli usein sillee et joku selitti jotain, sitte toinen niinku et, olikse niinku tälle ja sit piirs jonku ja sit tuli et ei tai sillee et sit piirtää uuden, niinku toinen piirtää näin, sä oot sillee et ei se ollukkaa näin et se oliki tosta näin ja sit tonne noin.

aa eli siihen samaan kuvaan piirrettiin

nii. siin ois muuten ehkä ollu hyvä semmonen vaan niinku semmonen pöy- meil oli se, nii se oli toi oli muuten toi mikä oli pöydällä tommonen (whiteboardi pöydällä), niin se meil olik muuten nyt mä muistanki. siihen me piirrelitiin ja. mut se olis pitäny ehkä enemmän, niin me, niin, mut se oli ihan hyvä se juttu. tai semmone et vois piirtää ja sit miettii, hahmotella. tai ei se mul ollu niin paljo se piirtäminen ku mä en oo semmonen niinku visuaalinen sil tavalla, mut sit noi muut teki koko ajan sitä ainaki joss?? näytti et se oli kyl niinku näin mut ei.

eli ketkä muut?

no toi B2 ja C2 ja varmaan F2, F2 joo, piirs kans jotain noit kaavioi.

oliko joku heistä joka enemmän tai vähemmän?

öö, toi C2 piirs enemmän sellast kuvituskuva, varmaan se oli hänen tapa miettii. piirs jotai ukkelei vaikka. sit toi piirs F2 sellasii prosessikaavion tapasii ja tota B2 teki usei sillee et hän näytti jotai jostai vaikka koneelta et onkse, tällanen juttu on täällä ja sit tos on toi

mitä hän näytti sieltä?

no vaik näyttää joku että hänel on täs tällanen joku vaikka logo, tai joku tällanen vektorigrafiikka, ja sit täst vois tehdä tälle ja tollee ja sit jotain näytti

minkälainen vektorigrafiikka?

mikä se oli se joku sivu, semmonen sivu mis oli, sai käyttää niitä

ikoneita vai?

joku sellane

Noun Project?

mut se oli silloin viimesen päivänä vast se. tosiaan muuten oli ehkä jotain, muuten meil ei ollu kyl siin oikei läppärii usei, mut ton huomasi et hänen työkalu on just joku Photoshop ja sellane, et sitä kaut se sit ideoi et mite hän tekee sen tai jotain.

ja se nimenomaan mitä hän siinä oli tekemässä sitte, sitä perjantain loppuesitystä vai?

nii... nii, eiku odotas, se oli muuten siihen videon suunnittelua varmaan enemmän. mites me tehtiin? niin se video alko sillee et, tai niinkö et, ei se mun idea varsinaisesti ollu mut sit mä ainaki muistan et mä näytin sellasen video mikä, tai semmosen kanavan mikä tekee sillee videoita et sillä tekniikal et niil on niinku whiteboardi, sit ne piirtää siihen ja sit ne piirtää lisää ja sillee. ja mä et se ois hauska tehdä joku sellane juttu, ja sit siit, siitä lähti se, tai ei se välttisi siis en mä sanois et se lähti siit mä en oo varma et lähtiks se siit, mut mä muistan kyl sillee et mä näytin jonku videon et se ois hauska. mut ei siin sen enempää, en mä ota siit krediittii ollenkaan.

joo eli ne ikonit mitä B2 näytti, liittykö ne siihen videoon? vai printtasko se ne vai?

mitäs siel tapahtu... on oikeen muista. mä muistan et hän näytti ain välil jotain ku löyty joskus, jotain sellast et täs on tää, joku on tehny tän joskus näin, että

minkä?

jonku mistä mä tiedä, mitä se näytti oikein... jotain hän näytti

okei. ei se mitään no onks tääl vielä jotain muuta kiinnostavaa?

eei. niin postiti, ne on vähän kyl ristiriitaset tuntemukset.

kuinka?

en mä tiä. niit on vähän liikaa joka paikas. tai niinku et tottakai ne on hyviä mut, ja kyl ne nii, niin mut niist tulee jotenki, no ei oo niin helposti sillee jos jollai on joku posterit ja se on täys postittii ni siit ei nää kyl mitä tapahtuu. sit jos joku on vähän miettiny ja piirtäny suoraan siihen paperille sellasen loogisemman piirron ni sit näkee paremmin.

oliks teillä semmonen?

joo ja sit meil nimenomaan oli ehkä enemmän sitä kaut sit meil oli niin me ruvettiin tekee postittei. sit se just se mis pitää saada se 4 kaistaa juttu. ni siinä oli jotenki tosi tyhmää käyttää postittei sit loppujen lopuks. yhtään sillee et sul on yks sana joku että. joku War ja joku tämmönen.

joo, mitä sen jälkeen tai mitä sitte?

sit et niinku tussilla tarinaa samal tavall ku tulis et jos niinku yrittäis piirtää sellasen niinku...

yritittekö te piirtää sitä?

joo

siihen 4-kaistajuttuun?

no se 4-kaistajuttu siit ei kyl koskaan tullu mun mielest mitään, se jäi jotenki sellasel epämääräsel tasol. siin piirrettiin siinä mis oli se, semmonen tämmönen (piirtää), (Concept Poster)

siihen te piirsitte vai?

joo.

no oliko näis kamois täs pöydällä jotain sun lemppariasiaa?

no ei ne mitää mun lemppariasioi oo, no puu on aina kivaa

no entä sitte sellasta mikä osottautui parhaaks - tai mikä miellyt- hyödyllisimmäksi asiaksi näistä siellä workshopissa.

hyödyllisin asia.. mikä oli meidän hyödyllisin asia? en ihan, mä en usko et mikään niist työkaluis oli niinko ehdoton et me päästiin siihen lopputulokseen ku me päästiin. mä vähän luulen et me oltais... ni en mä tiedä. miks me päädyttiin just siihen? en mä tiedä.

ok. ei se mitään. nää kaikki matskut mitä tässä laatikossa oli, oli teillä käytettävissä, ne oli siellä tarjolla mutta te ette niitä sitten käyttäneet, osaatko sanoa miks tai oisitko kenties nyt jälkeinpäin ajateltuna halunnu käyttää jotain näistä.

nyt ku mä mietin, loppujenlopuks tätä ois voinu käyttää siin, no ei se ollu kyl, se ei ollu niin tärkeä se työkalu, et sillee et minkä näkönen se on, se on aika helppo ymmärtää et siel on joku juttu mis voi korjaa pyörii. ei sil ollu välillä minkälainen (muovailuvahaa siis), toisaalt ois voinu käyttää muovailuvahaa siin, ei se ois välttämättä ollu hyödyllinen kyl

mitä te oisitte tehny sillä?

no ehkä sellasen, näist leegoist ja tosta sellasen niinku et ois hahmotanu sen ehkä paremmin sen työkalujutun. mut se toisaalt tuli aika myöhää se mun mielest se Tool Standi, se pit stop

tool stand?

pit stop oli se mikä me uudelleenbrändättiin ja sit oikeesti se tuote on, tai sellanen yks tuote on suomes eli se joku BeeFix tai joku tällane.

oke siis joku teline vai?

ei se nyt se oli nii, sellanen et ei sitä ois tarvinnu sillee, nii.

mikä se olikaan se kontin ja tään pit stopin yhteys?

kontti oli vähän niinku loppujen lopuks sellanen kampanja mikä kontti kiers suomee. sit siel se niinku se on sellanen launchi sille pit stopille joka paikassa aina, sit myös sellanen launchi et tulee, jotenki tulis vähä paikallinen väestö tietosemmaks ja osallistuis enemmän. se oli niinku se idea. se kontti ei ollu mikään elinehto, et se ois, ilman sitä, tai ilman sitä kampanjaa se ois tosi vaikee saada varmaan se mitenään ilmaan se homma, en tiää. en tiää mä en tiä mite se toimi se mite se meni nii hyvin se takkikeräys esimerkiksi?

mikä takkikeräys?

ku oli talvella. mä en tiedä mi- se pitäis jotenki selvittää et miks se onnistu nii hyvin, sit kopioida vaan se

eli te oisitte ehkä jotenki muovailuvahasta ja lego ukoista... rakentanu

ehkä ois voinu.

mistä sulle tää idea tuli?

sen ois voinu havainnollistaa sitä, joo, sen ois voinu tehdä sen videon nyt sinänsä vaikka näillä (rapinaa lego-pussista), sit ois voinu saada sellasen helpomman et sit ois tietenki tullu tota tällast profilointii et ei ois löytyny sopivan värisii leegoja mikä on paikallinen väestö ja mikä on maahanmuuttaja, ne on vaik tullu sieltä pit stopille (kävelyttää lego ukkoa pöydällä, ääni kuuluu) ja jossain tää viikonloppu, lauantaina tulee paikallisetki sinne ja korjaa pyöriä.

vaikka

se ois ollu yks tapa, ei se sen parempi välttämättä ois ollu mut...

joo

mut en mä usko et ei tässä oo niinku sellast mitä me oltais ehdottomasti mun mielestä hyödytty niitten kaik, nii. ei se ollu mun mielest työkaluist kiinni varsinaisesti se meidän ainakaan. sit mä mietin sitä, mahtoks se rajottaa niitä ku must tuntu et se rajotti kyl aika paljo, kaikki rupes miettii sitä kans et miten se esitetään se idea, vähän niinku se oli periaattees loppujen lopuks ainoastaan idean esittäminen se hauska kytkenä systeemi se mis oli se arduino ja se sil yhdel ryhmäl, ni se oli niinku vaan niinku esittämist varten, se ei loppujen lopuks ollu, se ei kauheesti ollu sitä et ois kehittäny sitä ite ide- ajatusta, se oli enemmän sitä miten me näytetään se. sit mä mietin et siin kohtaa se työkalu on kyl aika niinku voi sanoo ei nyt ihan niinku täydel varmuudel mut voi sanoo et se ehkä vähän niinku haittaa sitä ite palvelun suunnitteluu.

joo ihan hyvä pointti en tiä mitä he ajattelee siitä.

se oli se yks kaveri ainaki siitä varmaan innoissaan

kuka?

se taikissa opiskeleva, se joka opiskeli samassa paikassa sen, olikse kanadalainen se yks kaveri

joo

ni sen kaa

nii se suomalainen tyyppi

nii, ei D4 vaan se

B1

B1 joo. ni mä et B1 siin tykkäs siit ajatuksesta. mut ei siinä mitään vikaa ku kerran annetaan työkalut ja mahdollisuus tehdä mitä haluaa ni tottakai saa tehdä. mut siinä oli se, sit nii täst tuli se vielä, sit meillä oli se esitys, se oli vähän niinku se tärkein loppujenlopuks, ja sit, ei siel ollu sellast et ihmiset kierteli kauheesti kuitenkaan, ni sit se meni vähän sinne, jälkeinpäin mä vähän, ei silleen et se meni hukkaan mut se oli vähän niinku et sitä ei käytetty niin kauheesti edes sitä, sitä, mikä oli siellä pöydällä

niijoo. kellä meni hukkaan?

vähä niinku heillä. meni sillee et sitä ei niinko saanu silleen niinku, ei ollu niin paljo sellast kiertelyy. se oli se esitys oli se tärkein kuitenkin.

KIITOS.

INTERVIEW 16: D1

I forget what the name of the concept was. Restaurant Friends maybe...

Service design, eos?

I have SD background, ... blah blah.

it seems that you felt yourself comfortable in the team... ppl listening your opinions, ppl understood you.

yea I think so

is there something you doubt about it or what makes you think so?

well, one of the most challenging points was day 2 the end of.. was it the end of day 2 when we chose the concepts we were going forward with or was it the day one?

sounds like day 2.

yeah. when we were kinda using the big piece of paper putting things on that... I forgot the name of the method. day 2. that point was i think the most rushed of all the days, and we really made abrupt choice on the traction we were going to go for the rest of the week, which was pretty similar to what we went with for the rest of the week. it seems like maybe it was kinda confusing. we weren't all on the same page when we went past that point I don't think. bc throughout the rest of the week there was kinda always a confusion about what.. i mean I think that B1 and I have worked together before a few times and talked a lot throughout the week what was going on but... few of the morning there would be just the two of us there and then other ppl would come and then be like .. like we'd have made decisions and stuff and trying to kinda just follow through and make, I'm not sure. so some of the... I feel like pretty much I would say everyone was onboard with the concepts but it took a lot of time to explain to ppl to catch up when they weren't all present.

who was in your group?

C1, basically, and then F1, in the group after the first day, she would come in pretty much the same time. Yeah for sure.

So you and B1 and C1 and F1.

And A1.

Ok. So ppl were not coming as early as you 2 and that caused some problems, did I understand you correctly.

maybe, yeah. I mean... yeah. It was just difficult to say eg I felt that my team members understood, or bc they weren't exactly always there when the critical decisions were being, when we were making decisions and moving forward. like some days I just had no idea where C1 was. he would just take off for an hour or two and then come back and then not really listen to what we were trying to say and then he was kinda talking about the same concept like, confusing con.. I'm not sure.

what do you think he had in mind?

I really forget or don't know.

you were referring to, were you referring to you understanding your team members or vice versa?

umm, more so vice versa

so you're not sure if you felt that your team members understood your opinions?

umm... hard to say. because I think that in the end my opinions were understood bc it was, I would say, the project was heavily influenced by B1 and I. And so definitely my opinions were understood but yeah. I don't know.

so basically you - since you said it was influenced by B1 and you - you at least are satisfied with the result, at least if not strongly but at least...

yea I thought it was like, it was, B1 and I talked early on about - we have done service oriented projects a few times, being in CoID and taking service design and another classes similar. I feel like a lot of those classes we are doing really computer oriented graphics type service projects, and so we had the access to these tools and we wanted to use them as much as possible to make a POC. so I mean I think that the service prototyping is really interesting and valuable tool, I think that it is valuable, but I don't know if it was necessarily the best way to sell my concept in a week or not. It was as much about learning to apply these tools to service context as it was trying to make the service context; but if just like conceptualising our restaurant friends service, I don't know if I would've gone with the prototyping so quickly. but yeah it was nice to use the tools and try to learn as much as we could. and I think that was seemed to be to me what, when you organise a workshop at fablab, and you just how do we should use the tools... and I don't really think the other groups used that so much, we might as well be working in a room like this for the concepts that lot of the groups made. rather than in a prototyping space. so I don't know. but at the same time the other groups had nice ideas and, but with, I feel like with going out and doing some research for an hour-two at the center, we all, all the groups identified very similar, same problems. and then each ideated tractions to go, and I guess pretty much all the other concepts had some kind of choice between the bike concept for example, we had considered doing something like that and I guess filling people's times with learning to do certificates like the other two, something like that. so I think that I'm losing my train of thought but it was nice to try to learn some more service prototyping with the facilities of the fablab rather than to just make a presentation on our laptops sort of thing. might have not... it was pretty basic to do that thing, pretty basic interaction kinda just showing how 3 parties need to come together, 3 groups of different ppl need to interact with our system for an event to happen - pretty basic. but it was interesting to use an arduino, do a lot of laser cutting, yeah.

Istly you said something like you and B1 wanted to use the tools a lot for POC, what do you mean like proofing which concept? what did you mean by that expression.

did I... umm, ok maybe I... Umm, just to make... POC... I guess more so to make a prototype that showed how the concept would work in reality. I guess maybe POC is not the right term.

I dunno, just wanted to clarify.

I feel like POC is sometimes not that different from MVP but I feel like it's more just showing how something could work, or how it would work.

so you wanted to leverage those tools in order to build a POC.

yea.

alright. seems you have skipped this question about your team did better than the other teams?

It's hard to answer.

You said that the other teams didn't use these materials or the tools like you did.

not as much yea.

but on the other hand they, their concepts were also nice according to you

yea for sure.

so, umm, I'd like to see an X somewhere here, but we can also put on the middle so it's like neither-nor.

yea, I would put, I think our concept was if not equal, only slightly better because we used all tools available. on par with the others for sure.

so the idea was on par with the others and then you also used the tools.

yea.

so that sounds like you did a little bit better? like on par and then you used the tools, that nudges it to the other side

yea.

let's go like that it's fine. it's not so serious anyway. so you approve your concept you can stand behind it.

yeah. I feel like we all the whole group approved the concept for sure and...

was it in the end or was it from the beginning

from the beginning we approved it and then I think that just some ppl kinda got lost maybe a bit

who?

well, I think that C1 seemed to always be a bit confused, yeah. I don't know.

do you know him from before?

no I don't know him at all

ok. so this was first time you were working with him.

yea.

and you got this impression. alright.

and I think F1 was onboard in general but for a while, I agreed with what she was saying but doesn't... I think she was struggling to see, I think we had a lot of things to work out but then, with our concept, but she sorta wanted to change the concept a little bit at some point at day 3 or early day 4 to some... cause she was talking about some kind of bicycle related thing, like kinda maybe piggybacking on the other group's idea which was about, I think she was thinking about a way to digitize the bicycle self-help or shared knowledge, helping each other kind of stuff which is an interesting idea but I don't know, I would've been happy to do it I was also really interested in doing a bike related concept but just end of day 3 early day 4 was a little too late to really change in my mind. maybe we could've. But then also with another group doing very similar thing I wouldn't have wanted to change to something so similar.

yea ok so that was, did you say late 3 or early 4. was it a long discussion or how did it go?

I feel like it was a long discussion. I can't exactly remember what happened but I think that you were involved, we had that, I think it was day3 we did value matrix sort of thing where we were like what's... [cut] [cost and value matrix] we had done that as a group on Tuesday but then I think on, it was back on normal classroom where you and Michi came and we were writing on that whiteboard with whiteboard markers and I'm not sure.

yea I remember that situation. I think it was Wed afternoon.

yeah. that's when I would say too.

So you were putting those different concept ideas on the whiteboard and there was some voting? Yeah so there were some other ideas on the table then. most on them were related to restaurants, were they?

I can't remember if they completely were related to restaurants, I think at least half of them were for sure. It was clarifying sort of our idea how we understood the project. but that was I think a day where like... yeayea, I feel like it was a day where probably even she didn't. F1, F1 obviously had to work out, I was happy that she was part of our team bc it was the 3 of us all male designers sorta. and yea it was nice to have a computer science, computer engineer female in our group. It was, helped to, i dunno it was nice. yea. so I understood that she couldn't be there as much cause she would still have to come back to work after work finish her stuff. but C1 for example would sometimes be there sometimes be off doing something he like spend a day and a half doing some kind of like, he's trying to make a background for our concept starting on Tuesday/Thursday? morning like MDF piece...

sorry MDF?

Like medium density fibre.

the wooden block you had. so a background to that?

he was going to make a print of something

a poster?

a poster yeah that would sit on top of that.

Who's idea was that?

his

and you're laughing?

Well I had no idea what he was doing the whole time and neither did B1 really. And in the end he spent so long doing that just off in another room and in the end it was 3 little pieces of text block that were just sitting on top of the thing. And I dunno the text he wrote didn't even make sense for the concept and then not only that he was spending, he was sort of in charge at first editing the video and then 45 min before the presentation I went in and kinda watched the video and it didnt make sense at all. everything in it was in wrong order. that was the only thing that matters like this happens, this happens, this happens, and there is text that kinda followed but it just was in wrong order. and so I saved it I guess sort of and, with that like didnt really have any presentation, or didn't have time to watch it before It took us a long time to get a video camera, so that was partially something that had to do with it. but yea I dunno what the question was.

yea were not going through some questions, it's just good that we go to somewhere. so you surely had disagreements during the week?

Umm... it's difficult to say if we had like... yea for sure some kind of disagreement, it wasn't like, they weren't really that much argument, it was like, I really, I feel bad commenting and complaining so much about other ppl cause it was like pretty good overall experience. but at the same time I feel like and I talked about this with B1 during the course of the week but like, C1 would come and late often and really he was like someone who wouldn't listen and just be ready to say what he was saying. He wanted to say his opinion but didn't want to even listen to the progress we had made when he was late so we would have thought about things and we would say this and he would completely disregard what we would say and talked about how he envisioned something which I think was like, he was always seeing this as sort of like... so we were I guess the concept was more about a sharing. about extending the sharing economy stuff to restaurants and allowing refugees to use these spaces that are open to share, but I think, that was sort of why, what made the concept interesting was that it was really using different parties sharing to gain understanding between refugees and Finnish side, but I feel like he was just stuck on a concept that was kinda like letting refugees take over an existing restaurant, which could be an application but he wasn't seeing the big picture much. It was more so just like ok theres like a restaurant that is already run by refugees we could; sorry; there's some ethnic restaurants that already exist, maybe some refugees could have a day in those restaurants. but I really personally would want it, yeah, I think that the idea of using, I don't know, something like Fjord, this space here, to host an informal event just like, more interesting concept. But it could with this shared think it could still be like a restaurant owner could share their space, so yea, dunno, anyways, it was often pretty difficult to talk with him about, yeah, so and he would never have like lunch with the group either, I think probably he isn't a student anymore so I probably wouldn't go to that cafe if I wasn't a student either, because it's 10 € or something so, I understand that for sure. But it

was difficult, often he would take off for lunch and take off for a while after that and then he just started working on this like background poster thing, umm, and I think just, I didn't really, I asked him what he was doing some times but it was fine that he was just working there in another room, it wasn't ideal but ok. so yea I guess we did have some disagreements but not necessarily conflicts aside from. It was really stressful to choose the final concept direction, when we kinda had to, you guys had to intervene a little bit with that value matrix, but it was helpful and it wasn't too much conflict.

do you think others except for C1 were, had a good grasp of your idea or the group's idea.

well I'm not sure about F1, she came around at the end, I think, but, yea, I think she definitely got it, sure. I just remember there was a while when she wanted to change the concept completely when she was there, but I think she understood. And A1, I think he for sure got it... I ... yeah. I'm not sure about like the concept at the end was very similar that I think the idea that we had written down.

when did you have it written down?

like when we voted on Tuesday, or were choosing like Tue afternoon. But I think we kinda had different interpretations after... like someone's lie Tuesday choosing, Wednesday afternoon like, kind of like interpreting what everyone thought. Eventually everyone got it. And I think we let A1 make a lot of key decisions which was nice.

Which for example?

I think like choosing the restaurant idea was his in the beginning.

So did you have it on.. When did you make that decision about the restaurant?

On Tuesday.

Afternoon or?

Like when... When we did the, when we sat in the side room which was being videotaped. I think it was in the afternoon.

Ok. Did you have that on the poster?

Yea we had.

And then you were talking about F1 wanting to change the concept, was that on... Wednesday?

Definitely on Wednesday, it could've also gone into Thursday morning. But I'm not sure. But Thursday was a, I think really productive day. We just kinda really decided and clarified the concept and..

So what were you practically doing?

Umm and then just started to decide like yea let's use all these tools, all the tools that we can, and then started to laser cut things, wire things together, make...

Who did what?

B1 mostly did the... what do you call it, the coding stuff with the, what's that little chip called? (Arduino). And I was mostly doing the, making the setting for the service prototype. I was laser cutting and making really basic illustrations, etch the names of the places, make the landscape of the context make sense, F1 was, I think she was also doing in general lot of stuff with B1, but she was doing something else as well, I'm not sure if ... not sure about exactly what she was doing. I think she was also doing Arduino stuff. or actually she was working on another, she was working on a thing like raising the flag like open-sign, and other parts of the interactive prototyping. and C1 was doing that thing, the poster stuff, and A1 was working with F1 mostly I think. They were using the other, B1 is using the Arduino based stuff to wire and they were using other ones of Michi's tools to have this kind of interaction.

the flag raising?

yeah.

alright. was that in the final?

it was yeah.

so that was not with arduino?

I think they figured out how to wire it on to Arduino eventually.

Aah ok.

But they were going through using different tools to do that.

You agree here that you felt that all team members were equal?

yea I think so... like what... equal...?

equal as in equality

yea just not equal contributors

not necessarily yeah. just that everyone was taken seriously and accepted as a member of the team etc.

yea I think so.

How did you find A1 as a team member?

He was good, he was really knowledgeable. I was happy to work with him.

what do you mean by knowledgeable?

Like a really bright guy... It was nice to work with him and I was very happy at the end that you guys made him a certificate to helping them with the process of becoming a resident or like... yeah umm i think that it was definitely an eye-opening experience for me to just, like none of us had any idea obviously that we were going to a refugee center to do research and for me it was a little bit in some ways I feel like it's a nice, lots of people are doing school projects about refugees etc and it's good in some ways but to me i feel like in its a little bit imbalanced, sure were gonna get some nice projects, at the end of the day, maybe the refugees wont benefit at all from what we did, maybe they did I hope they do. But it seem sorta like, I'm happy that he got a certificate and it could help him for sure.

so do you mean that there's this danger that we kind of exploit their efforts?

yea for sure. I feel like a lot of ppl who do refugee projects have run that risk for sure.

alright. ok. let's then talk about... [D1 starts to fill up the questionnaire more]

each did member did approve our solution concept... like we voted on a few times and it was just, this is a hard question to answer bc...

in the end?

in the end for sure. yea...

so in the end everyone was like strongly advocating and believing in the idea?

yea. umm like for sure we had some disagreements but not... just disagreeing on what we thought about the concept to... umm, yea for sure I definitely... like, I mean, my opinions were taken seriously for sure. I wouldn't want, I'd feel bad to say that I'd want my opinions be taken more seriously than they were. but I mean, not everyone was listening, I guess, what everyone else was saying but I would say for sure. ... I feel like, another groups said to me oh you're just doing this useless stuff and he was just pretty bad he would just have a lapse in his Finnish, like his English like how rude he came across, and to him I was just like yea we could have just been on the 8th floor like working on a computer, (instead??) here. but it was pretty funny to me that he said that but also ex?.

so you think he ment that but not so rude?

yea I felt like tools were valuable, it's always nice to learn new things and to try and apply knowledge and skills in different ways, so I disagree that the tools were useless. but at the same time, I feel like coming from rough ideation, research to final concept in a week and presenting something, like the easiest way to do it to make like a couple of nice illustrations in a slideshow, I think.

so do you think you could've reached the same result, conceptually, without the...

yea for sure. like, easily.

so those tools and electronics and stuff like that didn't help you in that sense? to reach the solution...

ummm... they helped us to reach the solution, but I don't know how much quicker or like if there wouldve been time saved doing it the other way, the other way that I usually do this stuff, but..

can you quickly just describe the other way?

like making like a really nice presentation in InDesign, like simple graphics with few keywords, we didn't have a keynote presentation at all, we just showed our video and talked a bit in the end, which is, like as B1 said he was presenting that like this is like not the way he usually does stuff. I don't mind presenting just sort of on the fly but I would have a presentation and some nice photos some nice illustrations and stuff like that. but in developing the concept, I think it probably did help, and I'm not sure about the time, what would have been quicker. because... yeah.

in what ways do you think it helped developing the concept?

well you could tangibly see how this interaction would happen. if we had more time this would've all revolved around an application screen so you would have seen more visually what was happening when this was going on, but for us we were able to make sense of it through that. and I think that actually it did, people did get it at our final, at the presentation to the public, and were interested and engaging with it, so I think that was a positive of using those methods too, because we made something that was interesting for the public to tangibly touch and understand what's necessary, so maybe they would, because they heard and also used this, they would think about it more - i don't know. It was nice to see that it was on the news so I dunno, can't remember who's role on the news, but I think definitely interaction was something interesting to show to even wider public.

one more question about "the other way", how would you incorporate the other way in a this kind of team/groupwork, since you said doing like illustrator stuff, is it that you are on the computer and someones watching next to you or...

yea, so your question is how..

how would you collaborate in "the other way"?

ok I see. I've had like, some difficulties in collaborating "in that way". I'm not sure that maybe, I'm pretty new to the codesign, service design stuff, I come from industrial design, furniture design, some architectural background, so this is my first year of my MA, where I got immediately thrown into these types of methods of collaborating and also designing services. and so... I feel like, some most of my experiences in this "other way" come from working in groups in collaborative design classes at Aalto. And I felt like sometimes it's like difficult to collaborate prop(erly)-like-efficiently on. I'm sure that it is really possible to work efficiently and divide tasks after group brainstorming sessions but I haven't really had that work out that well in my experience. I feel like this collaboration was pretty nice in lot of ways. I also think that this was a good opportunity for the two to be mixed if it was to p?? on properly

sorry? it was to?

like if our process was.. like a little bit... if we were working better as a team, we would've been able to kinda have done both a little bit better.

what would that look like?

I feel like all the time C1 spent working on the poster, that should've been, I wasn't sure what was gonna come of that, he kinda went off on his own but that was like time when I think that, I was hoping we would get some nice graphics that would represent, that were, represented service concept a little more graphically, but that just didn't happen. And I think that if we were kind of more understanding each other better we could've easily had, we had enough people for sure to kinda merge both processes but it was just like a lack of understanding that allowed us to kinda get there. there was like C1 spent a lot of time working on that poster thing and that really could've been useful and, yeah more useful than turned out to be in the end.

alright. what can you do

but i think that there is a possibility to blend both methods and I think that, yea, I dunno, it seems like that's prob... I dunno. umm, I really have... Like in one of my service design classes, or my main service design class, we did some tangible exercise like, not really like so much the same but pretty similar just a mapping, doing like stakeholder map with more visual stuff and it was like not really useless process but it was like less direct but it was really nice to learn by doing this kinda stuff. I feel like maybe some ppl would say like useless but i think you can learn a lot from doing more tangible interactive, or like prototyping things in service.

alright. then I got one last exercise. box of stuff. take a look, you can dig, see what stuff you can take out. pick some stuff, reflect on usefulness during the week etc.

balsa wood. not sure. this is like the one solid wood and we used sort of like different flat materials to - thicker flat materials to kinda prototype our service landscape, I would relate this to the acrylic we used and MDA we used. it's pretty useful in the end we did lots of like ... drawing with this pens and sticky notes on, using sticky notes to different type of mapping exercises, it was nice. for me it always takes so long to, I haven't personally found the best way to do that kinda sticky note mapping yet because I've had experiences like I've written really well thought out notes and less of them, and then where other ppl in the groups have like put down just everything they thought, and then experiences vary, like I have written a lot and other ppl not so much, and I feel like the hard thing with sticky note and - I forget the proper name for that kind of like mapping or like grouping stuff together - is giving value to the sticky notes, like every sticky note has the same sort of weighting, but it sh.. I don't know and it feels hard to throw out some sticky notes or like because they're just like ppl's ideas and should have like equal weight, but I don't know, it takes so long to do that kind of stuff when you're sort of writing down, when ppl can, I dunno when there is different thought levels put into different sticky notes, like if you are just putting everything down then it takes, it could take away from the more thoughtful like person who like curates, like it's not necessarily bad to do either method, I'm not sure. It's hard I think to.. I dunno. Yea that was like a difficult point in the... week. because it was so quick to move from ideating to choosing a concept and our group needed a more time I think. I found a piece of acrylic, we used that for sure. I dont know sharpies I guess also with, maybe there's some eraser markers in here but it was nice to draw like in bold on the whiteboard also another thing. we used lego ppl to illustrate our concept and... yeah, some other lego I think at some point. Piece of tack I dunno I guess we were hanging up all the drawings and concepts on the wall. it was nice to have this stuff around us while we worked for there. some paper and some plastic... I dunno, we drew a lot, I guess I don't know if we used any plastic like this. there's the concept canvas card, it was nice to use this tool but by the time we had chosen we hadn't even evaluated all the things we had written on to these, and like I dunno. It was, not sure. was happy with how it went but yea like I feel like sometimes with this stuff, working together, in bigger teams when you're putting down information on to bigger diversity teams, it's like the weighting of like.. I feel like there sometimes should be like a lim..maybe like I don't know how it worked in our group but I feel like having a limit to sticky notes and concept cards is really useful bc

what kind of limit like per person?

per person or something. bc if you can just write down as many as you want then it just takes for ever to go through them and then maybe the, I mean like the same time like sometimes it's like just kind of like really quick just strain ideas sort of can lead to really interesting stuff but then at the same time like in a week-long intensive, it's

like maybe you should have to - i dunno - think about it for a while before it, and then have less to zip through bc that's, you can make all this information and make it as big as you want but yeah, narrowing it down... since on paper, I guess we discussed some stuff. probably the most useful thing, most interesting was the... well I dunno, I guess there's some fabric too, we didn't really use that too much. Like I really enjoyed using the MDF acrylic and the tangible materials we could laser cut. but probably the most valuable stuff was the wiring, like using those like interactive prototyping tools, 'cause I thought that was like that was probably like the skill that I didn't, I knew the least about, that the media factory could facilitate, and I was really happy to learn about it. and yeah.

yes. so you mean those small electronics.

yeah.

You didn't comment on the play-doh?

aah yeah, true. umm, I didn't really use the play-doh at all.

then it's fine not to comment 😊 thanks!